

 LOYALTY & MEMBERSHIP PORTAL

Jocassee Rewards.

A loyalty program and member portal for Jocassee Hydration & Aesthetics — built into the website, powered by Square, and designed to reward showing up for yourself.

Reward the routine.

Results in hydration and aesthetics come from consistency — the clients who feel best are the ones who keep coming back. Jocassee Rewards gives every client a quiet, generous reason to make it a habit: every visit earns, friends are worth sharing with, and loyalty is recognized with real value.

1 Bring people back

Every dollar spent earns Drops toward real rewards, a visible balance grows with every appointment, and milestone bonuses land on every 10th visit — so the next booking always feels closer than starting over somewhere else.

2 Turn clients into advocates

Word of mouth already drives this business — the referral program just gives it receipts. Friends get \$10 off a first visit, members earn 250 Drops when that visit happens, and every introduction is tracked end to end.

3 Sell the memberships

The free status ladder is a runway to the paid plans: Essentials, Signature and Elite memberships include loyalty status automatically, so the program reinforces the monthly plans instead of competing with them.



Free to join, works at all three studios, and earning is fully automatic — clients never carry a card, scan anything, or remember a thing at the front desk.

One Drop per dollar.

The currency is called Drops — a nod to the IVs and to Lake Jocassee itself. The math is simple enough to say in one breath at the front desk:

Every \$1 = 1 Drop. 100 Drops = \$5 toward any service.

Come in for a visit Earned automatically on every completed service, at any studio	1 Drop per \$1
Hit a visit milestone A bonus on every 10th qualifying visit — enough for a complimentary B12 boost	+500 Drops
Refer a friend They get \$10 off a first visit of \$100+; the reward lands once their visit completes	+250 Drops
Celebrate a birthday A yearly gift, credited automatically at the start of the birthday month	+150 Drops
Share feedback A short post-visit survey, texted after each appointment	+75 Drops
Follow along on Instagram A one-time hello for joining @jocasseemedspa	+50 Drops

Values shown are the proposed structure — final earn rates and rewards are agreed together before development. Drops stay active as long as a client visits at least once a year; promotional Drops enjoy a 60-day window.

Bigger rewards, better value.

A short menu, deliberately: four anchors that get more generous per Drop as they grow, so there's always something within reach and always something worth saving for.

\$15 off any service

300 Drops

A complimentary B12 shot — up to \$30 value

500 Drops

\$50 off any IV drip

1,000 Drops

BEST VALUE 2,400 Drops

A signature drip, on us.

Any of four signature IVs, up to \$195 in value — the best per-Drop exchange on the menu and the reward the whole program points toward. Reachable within a year of regular visits.

Redeeming takes seconds, not training

A member taps Redeem in the portal and shows a short code at checkout — e.g. JR-4F8K — the front desk applies the matching discount in two taps, and the system verifies it automatically. Drops only leave a member's balance when a reward is actually used.

Shoreline to Deepwater.

Three levels named for the lake, ranked by depth — the deeper a client goes, the faster they earn. Status is based on qualifying visits over a rolling year, with a gentle grace period: nobody gets demoted overnight.

Shoreline

Where everyone starts

1 Drop per \$1, plus birthday, referral and milestone rewards from day one.

Bluewater

8+ qualifying visits a year

1.1× Drops on every visit, plus first access to seasonal drips before they're public.

Deepwater

16+ qualifying visits a year

1.25× Drops on every visit, a complimentary add-on every year, and first in line for new treatments.

Memberships fast-track status

An Essentials membership includes Bluewater status automatically; Signature and Elite include Deepwater from day one. The free ladder gives every client a taste of recognition — the paid plans simply skip the climb. Membership dues themselves don't earn Drops, but every dollar a member spends beyond their plan does, at their full status rate.

A branded home for all of it.

Members sign in on jocasseemedspa.com with their phone number — no passwords — and land on a dashboard that knows them: balance, status, next appointment, and the next reward within reach.

The screenshot shows a member portal for Jocassee MedSpa. At the top, a dark blue header contains the text "Now serving Seneca, Clemson & Salem" and "Call or text (864) 324-1864". Below this is a navigation bar with the Jocassee MedSpa logo, links for "Overview", "Rewards", "Referrals", "History", and "Account", a "Book Now" button, and a user profile icon labeled "SM". The main content area is light blue and features a greeting "Good afternoon, Sarah." with subtext "Bluewater status · Joined June 2025 · 14 visits this year". To the right is a "DROPS BALANCE" card showing "1,240 Drops" and "Worth \$62 toward services · 100 Drops = \$5", with buttons for "Redeem Drops" and "How earning works". Below this is a "Your status" section with a "Bluewater" badge and a progress bar showing "2 visits to Deepwater — earn 1.25x Drops on every visit". The progress bar has markers for "Shoreline", "Bluewater — you are here", and "Deepwater · 16+ visits / yr". A yellow banner below the progress bar says "Happy birthday month, Sarah — 150 Drops just landed in your balance. Enjoy them by July 31". The bottom section has two cards: "UPCOMING APPOINTMENT" for "Eye of the Tiger · IV Hydration" on Friday, June 12, 2:30 PM, with "Reschedule" and "Add to calendar" buttons; and "VISIT MILESTONE" for "3 visits to a 500-Drop bonus" with a progress indicator of 3 filled circles and 7 empty circles, and text "Every 10th visit drops a 500-Drop bonus into your balance — enough for a B12 boost on us.". At the bottom, a "Ready to redeem" section is partially visible, and a link "View all rewards →" is on the right.

Balance & status, instantly

Drops, dollar value, and progress to the next level in one glance.

Appointments in view

Upcoming visits pull straight from the existing Square booking system.

One-tap redemption

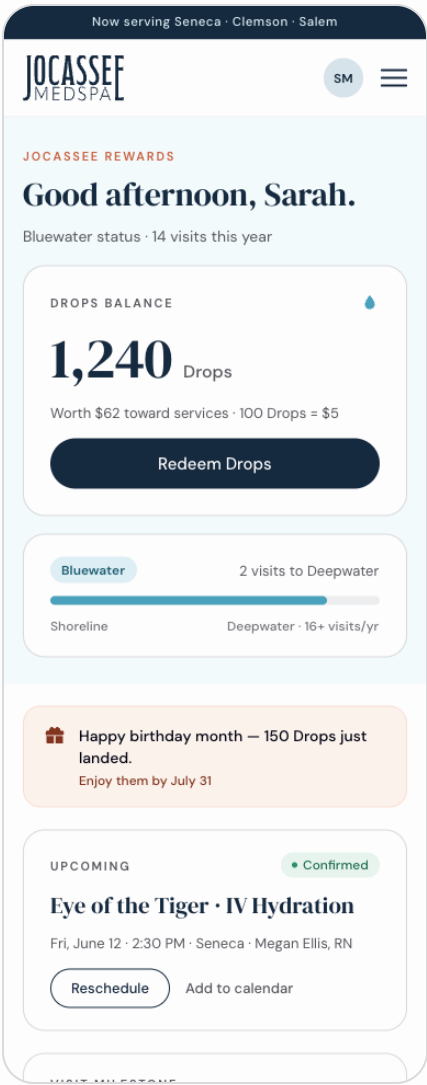
Rewards a member can afford right now, surfaced front and center.

Referrals built in

A personal share link with live tracking from invite to reward.

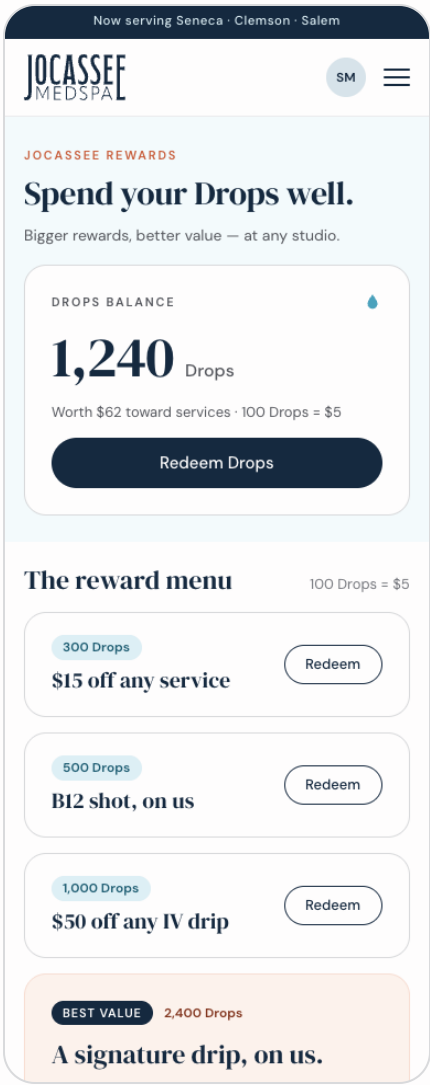
Designed for the phone first.

Most members will check their Drops from the couch or the car. The mobile portal mirrors the website's feel, with a persistent tab bar that keeps booking one tap away — always.



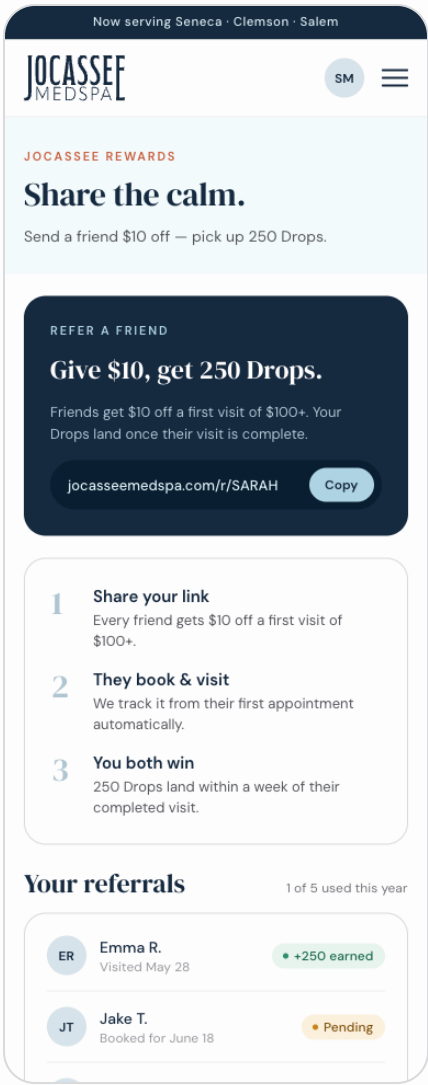
Home

Balance, status, birthday gifts and the next visit — the daily check-in.



Rewards

The full menu, every way to earn, and the status ladder in one scroll.



Referrals

Share the link, watch each friend move from invited to rewarded.

It runs itself.

The program is built directly on the Square system the studios already use for booking and checkout — no new hardware, no double entry, no behavior change at the front desk.

Earning is automatic

Booking and checkout already identify the client. When a visit completes, Drops land on their own — at any of the three studios.

No login needed to book

Booking stays exactly as it is today. The portal is where clients see and spend what they've earned — and long-time clients sign in to find a balance already waiting.

Honest by design

Refunds claw back their Drops automatically, every redemption is verified against the actual sale, and the books reconcile themselves nightly.

No added subscriptions

A custom-built program rather than Square's off-the-shelf loyalty add-on — which runs ~\$45 per location per month and couldn't model referrals or status anyway.

Guardrails, so generosity stays sustainable

- ✓ Drops never expire while a client keeps visiting — they only lapse after 12 quiet months, with a friendly reminder first (which doubles as a win-back nudge).
- ✓ Referrals require a genuine first visit of \$100+, credit after the visit settles, and cap at five rewards per member per year.
- ✓ Reviews are never incentivized — feedback rewards run through a private survey, keeping the program fully compliant with Google policy and FTC rules.
- ✓ Staff get a one-card cheat sheet — "Every \$1 = 1 Drop. 100 Drops = \$5. Codes come from the member's portal: apply, done."

Built to grow.

Because Jocassee owns this platform outright, the portal becomes a foundation — each of these can be added as its own phase, without rebuilding anything.

Booking inside the portal

Native booking pre-filled with who they are, their studio and their usual drip — one tap from balance to booked.

Wallet passes

A Jocassee card in Apple & Google Wallet with a live Drops balance — the brand in every client's pocket.

Automated journeys

"You earned 215 Drops" texts after each visit, win-back nudges at month 11, and status reminders — all automatic.

Shop & gift cards

Square-powered e-commerce: digital gift cards with email delivery, pre-paid bundles, and retail if desired.

Seasonal drops & events

Member-first access to seasonal menus, double-Drop weekends, and event perks for groups and parties.

Owner analytics

A private dashboard for the business: retention by cohort, redemption rates, referral ROI, and outstanding Drops at a glance.

Each item above is optional, scoped and priced separately — the launch program stands on its own without any of them.

From design to launch.

- 1 Agree the numbers**

Earn rates, the reward menu and status thresholds are confirmed together — per the agreement, features are mutually agreed before development.
- 2 Build & connect Square**

The portal is developed against a Square sandbox first, then connected to the live account — bookings, checkout and customers flowing automatically.
- 3 Pilot with the team**

A quiet trial at one studio with the staff cheat-sheet in hand — earn, redeem and refund flows proven on real visits before anyone announces anything.
- 4 Launch across all three studios**

Members sign in to find the Drops they've already been earning — and the first thing the program does is say thank you.