



memory **KPR** ®
for business

CONTACT

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FIND US ON SOCIAL MEDIA

[@memoryKPR](https://www.instagram.com/memoryKPR)



A LETTER FROM OUR FOUNDER

I've spent my entire career transforming teams and organizations, the underpinning of this is a positive high-performance culture. I've seen many things impact this but, at the core, is a team that is connected on a different level, a team that knows each other, works together, and feels they are a part of something bigger than themselves.

memoryKPR is a great connector of teams, organizations, and communities. I've especially seen success using this tool to connect teams in different geographies, adding personal touches to teams' celebrations, and also have teams connect, hear from, and engage customers in a fun way. Marketing managers love using memoryKPR to gather and protect authentic content when they need it. Human Resources Leads love using us to celebrate and connect employees, teams, and organizations.

Whether it is collecting testimonials, hosting contests, capturing milestones and team activities, or personalizing who you are and what you do, businesses love memoryKPR and we hope you do too.



Jess McNaughton

and the memoryKPR gang

HOW BUSINESSES ARE USING MEMORYKPR

1

Customer Testimonials & Content

2

Team Celebration

3

Team Sharing

4

Education & Community

WHAT THEY'RE SAYING

"Here at Prairie Springs Care Home in Saskatoon, we had the privilege of being one of the early test drivers of memoryKPR. We found it to be a great experience! The program was easy to use and provided a wonderful way to connect families with their loved ones from near and far. MemoryKPR is truly an innovative way to preserve and share memories from generation to generation. We highly recommend it!"

-Laura A. Prairie Springs Care Home



"We have used memoryKPR to gather tributes from our offices around the globe to celebrate employee celebrations and retirements. What a beautiful keepsake, so easy to use, so meaningful"

- Hillary R. Enrich Software Corp
(Director of Human Resources)

We used memoryKPR to share 'how to' videos with our clients on planting tips and tricks. Clients also share pictures of their plants and their own tips. I love that its like this private little club, its easy to use and we get to preview or reuse content without worrying about permissions etc.

-M Duffey,
Owner Keon Garden Centre



"QCM used memoryKPR to gather posts from runners and us volunteers at the run, it was such an easy way to capture meaningful moments the day of the run. I love that I didn't have to post media on my own social media just to get them to run organizers, and I also love that I see them using our real photo's to promo the run"

-Jessica G Volunteer at
Queen City Marathon





the best
ways to use
memoryKPR
for business

**IDEAS, BENEFITS, AND
EXAMPLES**

1. CUSTOMER TESTIMONIALS & CONTENT

There is nothing more important to a business than customer satisfaction, but most customers don't want to go through the hassle of leaving a review or a testimonial. With memoryKPR, consumers can upload pictures of themselves using your product or service, type out a testimonial, or leave an audio message with helpful feedback.

Gathering content for future promotions, your social media accounts, or your website is easy! With a business account, anyone who contributes is given a disclaimer that gives you legal rights over any media that is uploaded to the memoryKPR.

"Consumers click through, buy and convert to your product, at a significantly higher rate when viewing 'real' content vs stock images. "

-Marketing Garage

- ✓ Quick links and QR code links to contribute are easy to use
- ✓ Customers contribute as guests - it is only 3 clicks from start to finish
- ✓ Businesses get to view and store content before deciding to use it
- ✓ All content is downloadable
- ✓ Customers are shown, and agree to, a disclaimer so business owners never have to worry about reposting rights

2. TEAM CELEBRATION

Have members contribute special messages for employee milestones, celebrations, and retirements. Receiving a gift of tribute videos or messages from your colleagues can be a very impactful gift.

Create a memoryKPR, invite colleagues to send tributes to the employee and or milestone event you are celebrating, and instantly have a gallery of contributions that you can post, share with a weblink and or share in a QR code.

"Highly engaged teams show 21% greater profitability"
-Forbes



3. TEAM SHARING

The atmosphere of your business is very important and can change the way employees feel about your business in a major way. Team sharing, especially with multi-media, drives connection and increases engagement amongst employees.

Create memoryKPRs for your teams to keep them up to date and help teams get to know each other, onboard new members, and or capture team-building activities, volunteer days, and community involvement.

The memoryKPR team even has a team cookbook, full of holiday favorites, they share with colleagues and customers.

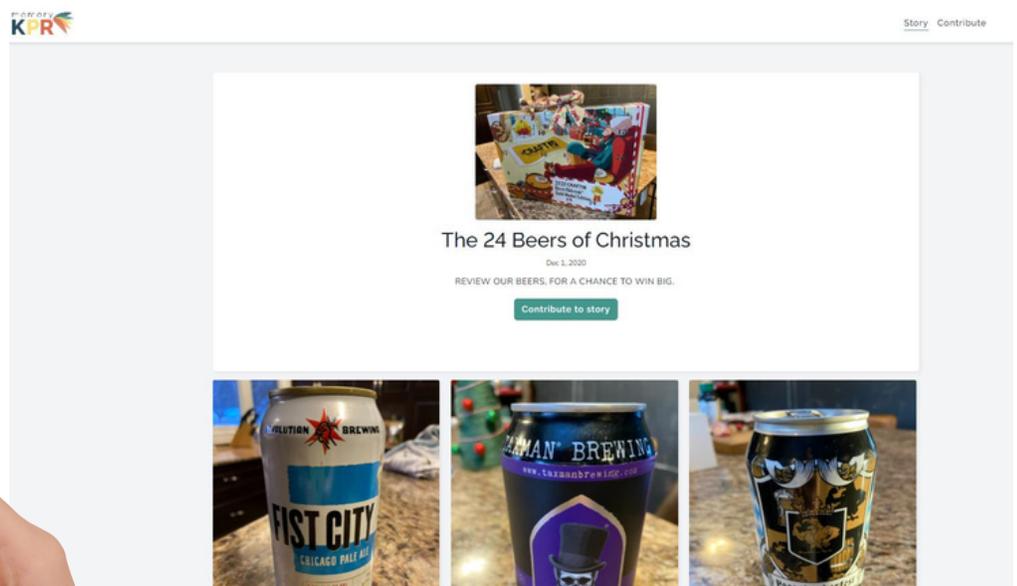
4. EDUCATION AND COMMUNITY

Create memoryKPRs for your customers to access unique information like instructions and tutorials. Companies use memoryKPR to have a private place to share videos, tips, and tricks.

Creating memoryKPRs that allow customers to engage and share their own experiences has led to a greater sense of community for products, companies, and brands.

You can also use memoryKPR to have customers enter pictures and videos as part of a promotion or contest.

For example; a brewing company asks consumers to review beers for a chance to win a brewery tour and prize packages. Consumers submit content, share opinions and advice, and get entered for a chance to win. The consumers gain information and feel like part of a private group with similar interests, and the brewery has gained commitment, community, insight on products, and incredible content to share whenever they want.



Review our beer
and WIN BIG

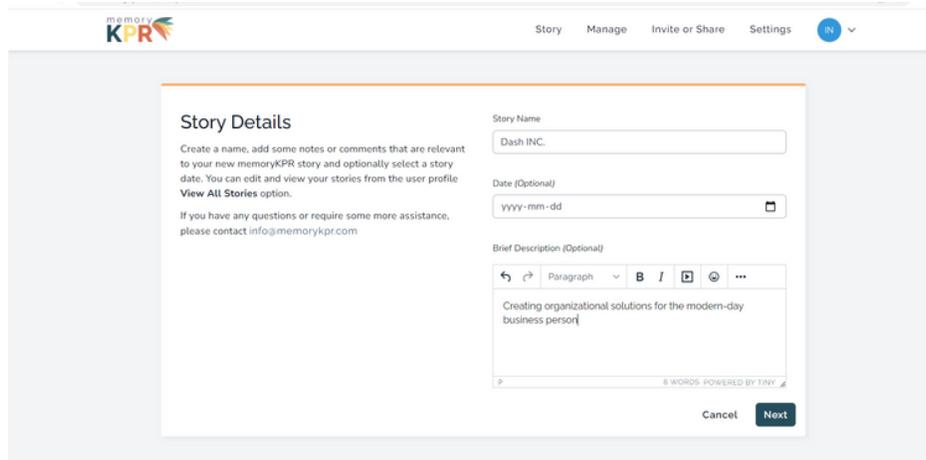




how to use
memoryKPR
THE BASICS

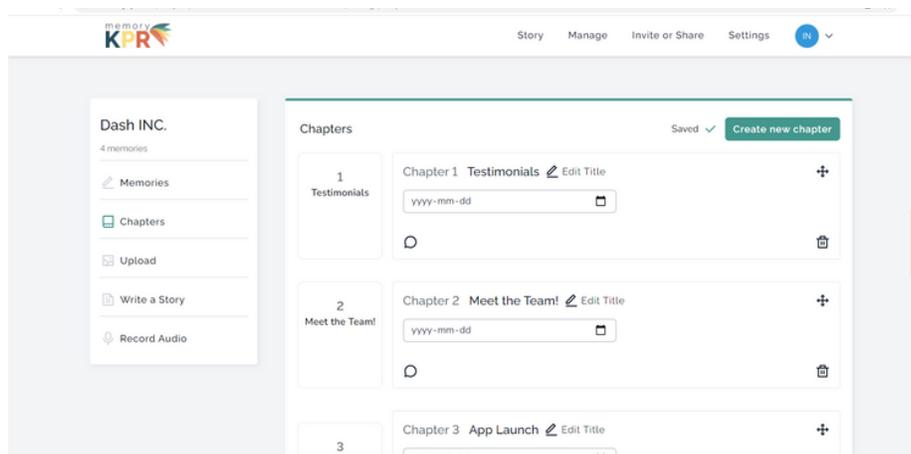
1. GET STARTED

Add a title, date, and description to your story.
Next, add a cover photo and change your privacy settings.



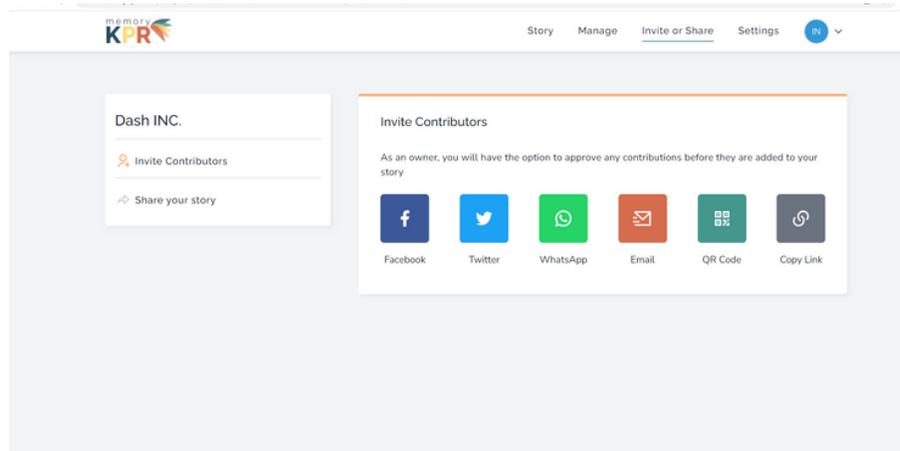
2. FORMAT YOUR STORY

Create chapters that section your story into different events in the "chapters" tab and add descriptions and titles to your photos and videos in the "memories" section. In the "overview" tab, select "move memories" to move and sort your memories.



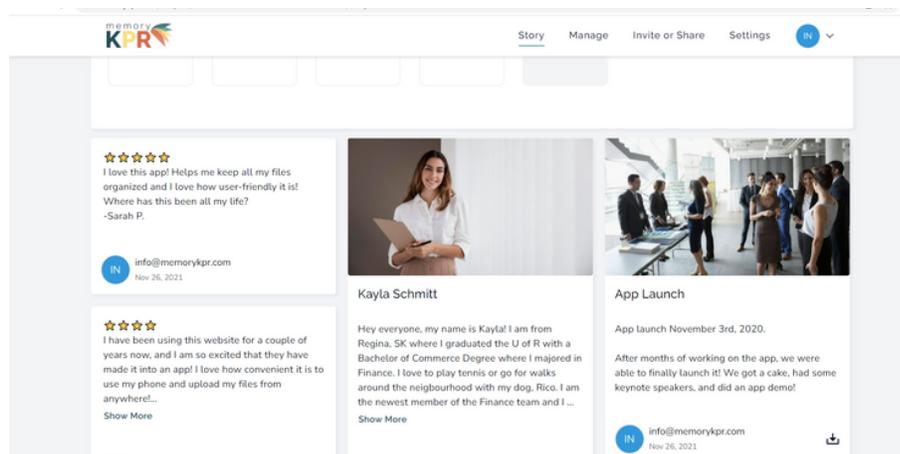
3. ADD CONTRIBUTORS

Click "Invite or Share" to add contributors to your story through social media, an email, QR code, or simply copy the link. Contributors can add their media to your story. If you choose to share your story instead, the people you invite will only be able to view the story



4. VIEW YOUR STORY

In the "Overview" tab, you can view your story as others would see it. Watch your story come together in a collection of customer and employee contributions to form a mosaic of your business!





creating a
business
account with
memoryKPR

**FEATURES, PRICING, AND
DETAILS**

THE BENEFITS OF A BUSINESS ACCOUNT:

- Disclaimer provided and rights to reuse memory contributions (when customers submit testimonials and media)
- Unlimited memories
- Unlimited Stories
- Unlimited Chapters
- Unlimited Authors
- Comprehensive Privacy options
- Ability to password-protect each story
- Easy to access QR codes and links

PRICING:

- Purchase your business memoryKPR account and unlock all the benefits for only \$14.95 a month or \$144 annually

email us at info@memoryKPR.com to book a demo

NEED HELP GETTING INSPIRED?

Scan the QR code
below to view our
company story





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