

Our job is
TO INCREASE
YOUR SALES

**CARD
MARKETING
SERVICES**
a division of
National Business Products



We bring you **NEW CUSTOMERS**

- ▶ Trying your restaurant for the very first time
- ▶ Excited about your special offer to them
- ▶ Bringing family and friends with them
- ▶ Seeking a new favorite place to go

We Help You Create **LOYAL CUSTOMERS**

- ▶ Returning consistently and bringing others with them
- ▶ Appreciating the rewards you provide
- ▶ Enjoying having a "preferred" status
- ▶ Identifying with and helping promote your brand



*"We create a **one-to-one relationship** between your business and your customer. The connecting device to the loyalty and rewards program is the point of sale system."*

--- Stephen Prince, CEO, Card Marketing Services

We Utilize **TODAY'S MARKETING TOOLS:**

- ▶ **Aloha's eFrequency Tracking and Data Capture System**
- ▶ **Loyalty & Rewards Card Promotions**
- ▶ **A Powerful E-Mail Communications Engine**
- ▶ **Gift Cards, for both POP and Direct Marketing**
- ▶ **Complete Creative & Production Capabilities**
- ▶ **Strategic and Tactical Marketing Expertise**



Deploying These Tactics **GIVES YOU PROGRAMS THAT:**

- ▶ Are 100% Targeted, Measurable and Accountable
- ▶ Provide a Consistent, Positive ROI
- ▶ Eliminate Mass Media's Huge Waste Factor
- ▶ Can Be Put Into Action Quickly and Easily

A national restaurant chain told us the sales lift from their guerilla marketing distribution program was "like having a license to print money."



Consumers welcome relevant e-mails from companies they have a relationship with. But care must be taken not to abuse that relationship.

DELIVERING RESULTS:

These case studies are drawn from real-world marketing efforts utilizing some of our techniques, including the Aloha eFrequency system.

Our aim is to help our hospitality clients create and nurture a one-to-one relationship between their restaurant and their customers.

NEW MENU PROMOTION:

Goal: Introduce New Menu Choices.

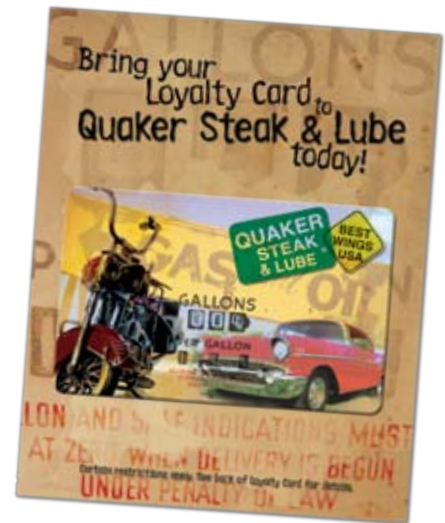
Strategy: Target likely user neighborhoods and entice customers with an attractive "try us" offer.

Tactic: Produce and distribute 15,000 high-quality direct mail pieces which include a \$10 gift card.

RESULTS:

▶ 32% Redemption. 4,800 Covers.	
▶ Total Revenue Generated	\$249,600
▶ Total investment (food cost + promotion)	(34,700)
▶ Gross Income	214,900
▶ Profit (35%)	72,200

Bottom Line: ROI = 208%. Thousands of new customers were introduced to the restaurant.



A rewards program combined with e-mail lets you quickly and inexpensively promote specific products and encourage visits on certain days or during specific day parts.



NEW LOCATION PROMOTION:

Goal: Drive first-time traffic to a new location.

Strategy: Give potential customers a solid reason to stop in and sample the new store.

Tactic: Distribute through guerilla tactics 5,000 gift cards for a \$12 appetizer item at the new location.

RESULTS:

- ▶ 28% Redemption. 1,400 Covers.
- ▶ Total Revenue Generated \$81,200
- ▶ Total investment (food cost + promotion) (8,680)
- ▶ Gross Income 75,520
- ▶ Profit (35%) 25,382

Bottom Line: ROI = 292%. Over 1,000 customers visited the new store.

*45% of customers
using gift cards
spend more than
the face value
of the card.*

*- Accenture Magazine
2007 Survey*

ESTABLISH CUSTOMER LOYALTY PROGRAM:

Goal: Promote new loyalty-rewards card and E-club.

Strategy: Target past customers and motivate them to join soon.

Tactic: Produce 28,000 direct mail pieces introducing new rewards club and making sign-up easy.

RESULTS:

- ▶ 12,000 customers enrolled in the rewards program.
- ▶ 1,100 Gift Cards sold at \$30 average.
- ▶ Lunch business grew 5% annually with points promotion.
- ▶ Store is in constant e-mail contact with best customers, encouraging product and usage to fit needs.

Bottom Line: Increased revenue, loyal customers and new marketing muscle in a competitive environment.

*Traditional media fights incredible clutter and noise.
Our relationship marketing techniques pull them directly to you with terrific offers.*

HERE'S HOW WE DO IT:

1. *Creating New Customers*

First-Time Customers drive revenue and are the lifeblood of any business. Our programs pull new customers to you through:

- ▶ Tightly focused direct mail programs sending “try us” offers to specifically targeted groups of consumers. We pull your best potential customers to you by placing the real value of a beautiful gift card directly into their hands.
- ▶ Sampling programs targeting large numbers of consumers with a solid reason to visit and try your business, usually to take advantage of an attractive discount or freebie presented in a gift card format. These guerilla marketing tactics are inexpensive to execute, great at driving new traffic and terrific at increasing revenue.
- ▶ Exciting gift card designs, sales displays and collateral material that put your gift and stored value cards front and center while customers are in the buying mode. Last year over 59% of consumers purchased at least one gift card...and even more said they would rather receive a gift card than merchandise.



2. *Keeping Customers Loyal*

Repeat business from customers is one of the surest paths to steady revenue and business success. We've developed and managed ongoing programs that will:

- ▶ Tie Loyalty and Rewards directly to your POS platform, making set-up, administration, and ongoing accounting tasks easy to execute and easy to learn for all your employees.
- ▶ Allow direct on-line signup, or handle input collected manually on site to give you and your customers all options, making joining fast and simple.
- ▶ Provide ongoing maintenance of your database, cleansing, purging, updating and managing your files as needed to make them a productive sales tool.
- ▶ Fully utilize your database, mining it for demographic and usage information in order to deliver the target groups you need for specific customer offers and sales promotions.
- ▶ Automatically send e-mails that tie to your sales needs, including such items as birthday offers, anniversary offers, special points programs or product purchase offers.
- ▶ Provide e-newsletters, surveys and other creative tactics that can maximize involvement and response from your loyal customers.

Gift card sales in 2007 totaled \$97 billion - up from \$83 billion in 2006.

-New York Times

3. *Delivering Program and Materials Management*

You and your employees have plenty to do without having to constantly explain your business or oversee a new program. That's why we have brought together a team of experienced marketing, information technology and production pros to guide you and track the deliverables and details for you. You can depend on:

- ▶ Annual, quarterly and monthly program planning that provides you with promotional schedules that fit your particular business and industry models.
- ▶ Strategic and tactical advice based on years of hands-on marketing experience gained across industry segments from hospitality to manufacturing and from retail to financial.
- ▶ Integrated creative services from card, point of sale collateral and direct marketing designs, through web presentations and ongoing e-mail campaigns.
- ▶ Approvals are always required from you before any communication with your customers is made, or any of your budget dollars are spent.

4. *Providing Measurement and Full Accountability*

You'll know quickly what drives sales and what doesn't in your promotional efforts. Perhaps not a widespread or popular concept among mass advertising media, but we want to know precisely what worked, when, where, how much...and why.

- ▶ Return On Investment (ROI) is always the critical measure in any business proposition. Ours is no different.
- ▶ Measurement allows us to make changes quickly if needed to maximize program success, and it allows us to know with confidence when to apply more resources into a productive program.
- ▶ Accountability puts us on the line along with our customers. We plan and strategize like business partners...as well as serving as advertising and marketing advisors. We truly wear both hats.



Always A Customized Sales Program To Meet Your Specific Needs

“How much and how often” is a factor in our pricing, as is the amount of CMS staff support your programs will need from us. Creative and production services are offered a la carte as needed, and clients always pre-approve those expenditures. There are never any budget surprises from CMS.

Service packages are generally comprised of elements from the following categories of CMS deliverables:

A. Strategy and Planning Services

1. Custom strategic planning and market/industry research
2. Regular teleconferences with CMS staff to plan marketing efforts
3. Consistent follow-up with calendar planning/coordination assistance
4. Recommendations on loyalty and rewards program structure
5. Ongoing tactical news updates and industry reviews
6. Updates on best practices and uses of your POS platform and system
7. Access to CMS managers as well as technical staff
8. Coordination with other advertising/marketing agencies as needed

B. E-Marketing Services:

1. On-line signup for new customers
2. Data entry services
3. Database management and screening/sorting
4. Custom html stationary setups
5. Automated birthday, anniversary and other triggered e-mailings
6. E-mails for consistent contact and for special promotions

C. Creative & Production Services

1. Custom Gift Cards and Loyalty Cards (Including Fast Release)
2. Warehousing and delivery services of all materials
3. Card carriers and a full line of gift accessories
4. In-Store Promotional and Display Materials
5. Direct Mail campaign creative development, production and tactical execution
6. Custom e-Newsletters
7. Complete web site design and management services
8. Online gift card ordering with traditional cards and customizable gift cards with photos



Let's Discuss How We Can Increase Your Sales!

**Contact Angela Votta at 615.771.9300 ext. 3308
for details and pricing today!**

www.cardmarketingservices.com

