LePera MARKETING

Presents:

Marketing Campaign
Recommendations & ROI
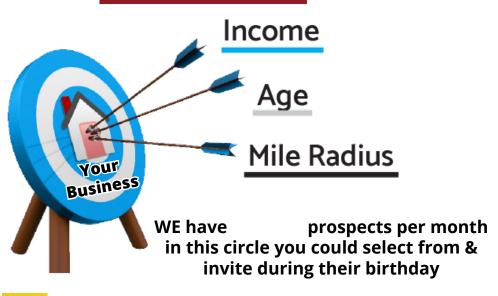Specially Prepared for:

CHEAPEST, MOST EFFECTIVE WAY TO GROW YOUR BUSINESS

BIRTHDAYS 4 BUSINESS
MAILERS SINCE 2004 — MARKETING WITH A HEART

Personally TARGET your CORE demographic circle monthly
...to generate a steady flow of NEW and RENEWED Regulars

WE HAVE THE LIST

Gender - w/Child

Income

Age

Mile Radius

Your Business

WE have _____ prospects per month
in this circle you could select from &
invite during their birthday

NOTE: Targeting during birthdays = 4x more response rate & larger groups
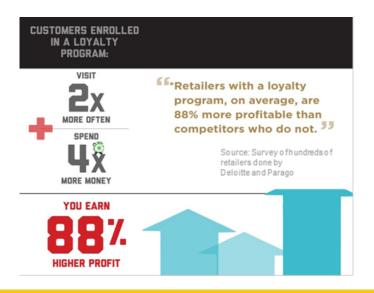
PROMOS 4 BUSINESS
AUTOMATED DIGITAL & DIRECT MAIL MARKETING

Personally TARGET your EXISTING customers
...to continually INCREASE their VISITS & LOYALTY

WE BUILD YOUR CUSTOMER LIST

CUSTOMERS ENROLLED IN A LOYALTY PROGRAM:

VISIT **2x** MORE OFTEN

SPEND **4x** MORE MONEY

"Retailers with a loyalty program, on average, are 88% more profitable than competitors who do not."

Source: Survey of hundreds of retailers done by Deloitte and Parago

YOU EARN **88%** HIGHER PROFIT

Use Lists created for automated reminders and offers for:

Birthdays (1st or 2nd visit) • Anniversaries • Thank You • Holidays • Events
We miss you • Loyalty Rewards • Promos • Slow Days/Times • Custom Promos

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ESTIMATED RETURN ON INVESTMENT WORKSHEET

*Actual numbers will appear on your monthly **NET*Pro*© report*

BIRTHDAYS 4 BUSINESS — MAILERS SINCE 2004 — MARKETING WITH A HEART™

PROMOS 4 BUSINESS — AUTOMATED DIGITAL & DIRECT MAIL MARKETING™

Build CORE Customer Base Value

	_____	# Mailers per month
X	_____	% Response
X	_____	# of Guest(s) per response
=	_____	# of People responded
X	_____	% Return as Regulars
=	_____	# of New Regulars
X	$ _____	Avg annual profit value of New Regular
=	$ _____	**Estimated New Regulars Customer value**
	$ _____	**Estimated Profit Value For 12 Different Birthday Months**

Monthly Cash Flow - % Self Funded

	_____	# of People Responded
X	$ _____	Average ticket
=	$ _____	Estimate Sales (1st visit)
+	$ _____	Estimate Sales (2nd visit)
-	$ _____	Raw Costs (30%)
-	$ _____	Discounts (30%)
-	$ _____	Additional Overhead & Labors Costs
=	$ _____	**Profit Cash Flow within 30 days**
-	$ _____	Investment per month
=	_____	**% Cash Flow (self-funding)**

Additional Customer Visits Value

		Digital	Wi-Fi	Mailers	
		_____			# in Database
X		_____			% Responding
X	$	_____			Average Ticket
X		_____			# Additional visits per year
=	$	_____			Additional Sales
-	$	_____			Raw Costs (30%?)
-	$	_____			Promo Discounts avg (20%?)
-	$	_____			Additional Overhead & Labors Costs
=	$	_____			**Estimated Additional NET Profits**
-	$	_____			Investment per month

IMPORTANT: 1st 20% additional annual profits helps offset losses from statistically 17% of your customers that moved away and 3% that became deceased