

Marketing Plan & Implementation Programs



Professional Annual Planning for Sales, Special Events, Coupon Campaigns, Gift Card Campaigns, E-Mail Marketing, Monthly Newsletters and more...

Get the help you need

Every month we will make sure that fresh, new, marketing campaigns are implemented.

Pull More Customers into your Store: Let us be your marketing staff at a fraction of what it would cost you to do it yourself.

Different Programs to Fit your Needs and Budget: We have over 10 years experience. Let us help you grow your business.



Owning and Managing a Retail or Hospitality Business takes an incredible amount of time plus, you, have to be the expert on dozens of different tasks, buying inventory and supplies, scheduling, merchandising, staff training.

Where is the time for marketing?

Your Point-of-Sale System provides a great many of the promotional tools used by major retailers with proven success. You know your business could be more successful; you just need the expertise of a qualified staff of marketing professionals just like the big retailers have. But how do you afford those salaries?

The answer is to turn to Point-of-Sale Systems.Com's **Marketing Plan & Implementation Programs** for an AFFORDABLE solution! We designed and built marketing features into your POS system so we know a thing or two about using them. Let us grow your business today!

- **Annual Marketing Plan:** a formal written plan that spells out seasonal or monthly promotions, sales and campaigns, budgets and timelines.
- **Customer Information Gathering Campaign:** Production of a Custom Customer Information gathering campaign to easily get your customers e-mail address and contact information. This is the basis for most marketing campaigns.
- **Gift Card Campaign:** Production of custom printed Gift Cards, and Promotional materials. This is the best way to pull NEW customers into your business.
- **E-Mail Notifications:** Bulk E-Mail Marketing for all sales promotions, specials and other seasonal information, to keep your customers thinking of your business.
- **Your Monthly Newsletter:** Production and distribution of a professional newsletter. Nothing works better to keep your customers thinking about you than a memorable and informative newsletter, and now it is easier than ever!



877.767.3210
877.POS 3210
310.907.8030

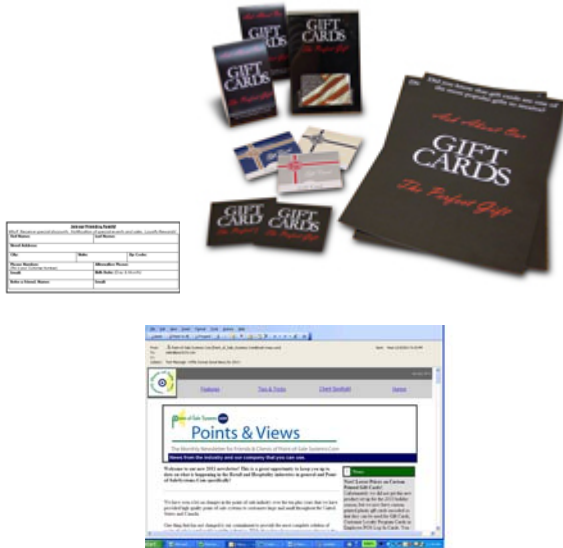
Start Building your Business Today with these Time-Saving Affordable Marketing Programs!

Small Business Program



- **Annual Business Marketing Plan** - We meet with you to determine the types of promotions that will work in your industry, gather existing artwork and create a calendar of marketing activities
- **Marketing Information Gathering Setup** - We will produce the on-counter display and customer sign up cards.
- **Gift Card Promotional Setup** - All seasons promotion, plastic cards to be ordered separately. 99.00
- **Monthly One Page Promotional Flyer** - Email Merged from POS Customer Database.
- **Consulting / Coaching Retainer Hours: 4**

Growing Business Program



- **Annual Business Marketing Plan** - (described above) .
- **Marketing Information Gathering Setup** - We will produce the on-counter display and customer sign up cards.
- **Gift Card Promotional Setup**, All Seasons promotion, plastic cards to be ordered separately.
- **Monthly One Page Promotional Flyer**, Email merged from POS Customer Database.
- **Absentee Customer Coupon Flyer** – For customers not in store for 30 to 60 days, Email merged from POS Customer Database.
- **Monthly 4 Page Promotional Newsletter** – Content supplied by owner /employees or extra for original content produced by our staff, 2 pages plus 2 pages stock, images resized as necessary Email merged form Customer Database. 149.00
- **Consulting / Coaching Retainer Hours: 8**

New Business Program



- **Annual Business Marketing Plan** - (described above) .
- **Marketing Information Gathering Setup** - We will produce the on-counter display and customer sign up cards
- **Gift Card Promotional Setup** - All seasons promotion, plastic cards to be ordered separately
- **Monthly One Page Promotional Flyers**, - Special events, special coupons, special pricing. Email merged from POS Customer Database
- **Monthly 4 to 6 Page Promotional Newsletter** - Content provided by client for 3 pages, staff to supply 2 pages stock content, 1 page custom content provided by staff, images supplied by client, staff will resize as necessary. Email merged from POS Customer Database. 249.00
- **Consulting / Coaching Retainer Hours: 14**



A division of
Charles Carroll
Associates, Ltd.

Call us at: **877-767-3210**
or visit our website for more information
www.point-of-salesystems.com/MarketingPlans_POS.htm