

	SILVER \$295	GOLD \$350	PLATINUM \$450	FREQUENCY Suggested
New Customer Emails/SMS				
Welcome New Counter Customer	✓	✓	✓	Daily
Bounce Back 1st Pick Up		✓	✓	Daily
Route Delivery Emails/SMS				
Welcome New Route Customer	✓	✓	✓	Daily
Route Sign Up 7 Days - Zero Pick Ups		✓	✓	Daily
Route Sign Up 30 Days - Zero Pick Ups		✓	✓	Daily
Route Reminders		✓	✓	Daily
Route Calendar <i>(optional)</i>		✓	✓	Weekly
Interactive Route Reminder		✓	✓	Daily
Data Base Management				
7 Day Inventory Reminder	✓	✓	✓	Daily
14 Day Inventory Reminder	✓	✓	✓	Daily
30 Day Inventory Reminder	✓	✓	✓	Daily
60 Day Inventory Reminder	✓	✓	✓	Daily
90 Day Inventory Reminder	✓	✓	✓	Daily
120 Day Inventory Reminder	✓	✓	✓	Daily
Aged 30 Day Reminder		✓	✓	Monthly
Aged 60 Day Reminder		✓	✓	Monthly
Aged 90 Day Reminder		✓	✓	Monthly
Aged 120 Day Reminder		✓	✓	Monthly
A/R Past Due - ALL	✓	✓	✓	Weekly
Declined Credit Card on File	✓	✓	✓	Daily
Expired Credit Cards	✓	✓	✓	Monthly
Sales & Growth Generators				
Marketing By Category - Households	✓	✓	✓	Monthly
Marketing By Category - Dry Cleaning	✓	✓	✓	Monthly
Marketing By Category- (any category)		✓	✓	Monthly
Like Us on Facebook		✓	✓	Weekly
Sign Up for App <i>(Mobile App required)</i>		✓	✓	Monthly
Retention Marketing				
One and Done	✓	✓	✓	Weekly
Out of Pattern	✓	✓	✓	Weekly
Lost Tuna <i>(based on sales)</i>	✓	✓	✓	Monthly
Inactive 60 Days - 3 Day Sale	✓	✓	✓	Weekly
Goodwill Marketing				
Thank You - Counter Customer	✓	✓	✓	Quarterly
Thank You - Route Customer	✓	✓	✓	Quarterly
Happy Birthday	✓	✓	✓	Daily
Happy Anniversary <i>(date added to system)</i>	✓	✓	✓	Daily
Reputation Management* - ReviewMyDryCleaner				
<i>(See back for emails)</i>		✓	✓	Daily
In-Store Marketing*				
<i>(See back for emails)</i>		✓	✓	Monthly
Email Marketing				
<i>(See back for emails)</i>			✓	As Needed

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Reputation Management* - ReviewMyDryCleaner			
First Pick Up or Delivery Feedback	✓	✓	Daily
Fourth Pick Up - Review Request	✓	✓	Daily
Top Customers - Review or Survey	✓	✓	Every 6-8 Weeks

In-Store Marketing*			
Monthly Campaign (one promotion per month)	✓	✓	1st Day of Month
Monthly Campaign	✓	✓	Last Week of Month
Holiday Hours	✓	✓	As Needed

Email Marketing			
3 Week Event - Sheets & Table Linen Cleaning		✓	As Needed
Valentine's Day - 14% OFF Dry Cleaning & Laundry		✓	As Needed
St. Patrick's Day - 17% OFF Any Green Garments		✓	As Needed
Presidents Day - Coats "Save Some Presidents"		✓	As Needed
Easter - 15% OFF Dresses		✓	As Needed
Earth Day - 20% OFF Dry Cleaning		✓	As Needed
Mother's Day - Wash & Fold Service		✓	As Needed
Father's Day - 15-20% OFF Golf Shirts & Shorts		✓	As Needed
Flag Day - Free Flag Cleaning		✓	As Needed
Independence Day - Picnic & Celebration Tips		✓	As Needed
Back to School - Alterations & Tailoring		✓	As Needed
End of Summer - 15-20% Casual Wear Cleaning		✓	As Needed
Labor Day - 15-20% OFF Dry Cleaning		✓	As Needed
Fall Clean Up - Sweaters "Get Ready for Fall"		✓	As Needed
Sweetest Day - 15% OFF Your Sweetheart's Garments		✓	As Needed
Election Day - 15% OFF Any Red, White & Blue Garments		✓	As Needed
Thanksgiving - 15% OFF Table Linen Cleaning		✓	As Needed
Black Friday - 35% OFF Dry Cleaning		✓	As Needed
Pre-Holiday Sale - Formal Wear Cleaning		✓	As Needed
New Years - Get Ready for the New Year		✓	As Needed

*To have access to Reputation Management or In-Store Marketing emails, you must purchase the corresponding package. Call for more details or to upgrade today.

ON THE SPOT MARKETING

"On the Spot" services managed by BeCreative360 were built by Spot Business Systems for the operator that does not want the hassle of the daily, weekly, or monthly process required to carry out a full and consistent marketing campaign.

Automate Your Marketing: Emails | Letter Printing/Mailing | Postcard Printing/Mailing | SMS/Text Marketing

Custom email campaigns outside of your designated package - **\$75 per campaign**

All additional email requests must be made **14 days** in advance (allow up to one week for scheduling)

All fees are monthly recurring fees unless otherwise stated. All services are month-to-month and require a 30-day cancellation notice prior to your next billing date, unless otherwise noted. One-time set up fee equivalent to one month's charges required at sign up. Monthly billing will start upon client approval of marketing materials, or within 30 days. Billing cycles are either on the 1st or the 15th of each month and partial months will be prorated at start up.