



ON THE SPOT MARKETING

“On the Spot” marketing, managed by BeCreative360, was 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. Emails, letter printing, mailing, postcard printing and text marketing available.

	TRIGGER	FREQUENCY
New Customer Emails/SMS		
Welcome New Counter Customer	New customers signed up from previous day	Daily - 10:00 AM
Bounce Back 1st Pick Up	1st order pick up (20%)	Daily - 10:00 AM
Bounce Back 2nd Pick Up	2nd order pick up (15% or a service offered)	Daily - 10:00 AM
Bounce Back 3rd Pick Up	3rd order pick up (10% or a service offered)	Daily - 10:00 AM
Route Delivery Emails/SMS		
Welcome New Route Customer	New Route sign up from previous day.	Daily - 10:00 AM
Route Sign Up 7 Days - Zero Pick Ups	Signed up for route and has no pick up for 7 days	Daily - 11:00 AM
Route Sign Up 14 Days - Zero Pick Ups	Signed up for route and has no pick up for 14 days (15%)	Daily - 11:00 AM
Route Sign Up 30 Days - Zero Pick Ups	Signed up for route and has no pick up for 30 days (20%)	Daily - 11:00 AM
Route Reminders	Evening before scheduled delivery - Static, On Demand or All	Daily - 6:30 PM
Route Calendar <i>(optional)</i>	On Demand route schedule - SMS or Email	Weekly - Sunday
Interactive Route Reminder <i>(text only, configured by SPOT)</i>	Customer may opt-in(on-demand) or opt-out for a pick up(static)	Daily
Data Base Management		
7 Day Inventory Reminder	7 days from when order is racked	Daily - 10:30 AM
14 Day Inventory Reminder	14 days from when order is racked	Daily - 10:30 AM
30 Day Inventory Reminder	30 days from when order is racked	Daily - 10:30 AM
60 Day Inventory Reminder	60 days from when order is racked	Daily - 10:30 AM
90 Day Inventory Reminder	90 days from when order is racked	Daily - 10:30 AM
120 Day Inventory Reminder	120 days from when order is racked	Daily - 10:30 AM
Aged 30 Day Reminder	All racked orders 30-59 days	Monthly - 1st Sunday - 10:30 AM
Aged 60 Day Reminder	All racked orders 60-89 days	Monthly - 1st Sunday - 10:30 AM
Aged 90 Day Reminder	All racked orders 90-119 days	Monthly - 1st Sunday - 10:30 AM
Aged 120 Day Reminder	All racked orders 120+ days	Monthly - 1st Sunday - 10:30 AM
A/R Past Due - ALL	Any overdue accounts receivable	Tuesday 11:00 AM
Declined Credit Card on File	Any cards declined for the day	Daily - 7:00 PM
Expired Credit Cards	Any cards that will be/or are expired	Monthly - 3rd Thur. 1:30PM
Sales & Growth Generators		
Marketing By Category - Households	Min. \$25 spent in previous 180 days. \$0 spent in households (30%)	Monthly - 2nd Tue. 1:30 PM
Marketing By Category - Dry Cleaning	Min. \$25 spent in previous 60 days/shirt laundry/\$0 spent in dry cleaning (20%)	Monthly - 3rd Tue. 1:30 PM
Marketing By Category - <i>(any category, must be on price table)</i>		Monthly
Retention Marketing		
One and Done	Any customer who has not been back once in the last 5 weeks (\$10)	Thur. 11:00 AM
Out of Pattern - Route	Any customer to fall out of pattern in previous 7 days (\$5)	Thur. 11:00 AM
Out of Pattern - Store	Any customer to fall out of pattern in previous 7 days (\$5)	Thur. 11:00 AM
Lost Tuna - Route	Spent \$150 in the previous 90 days, but \$0 in past 30 days (\$20)	Monthly - 1st Tue 1:30 PM
Lost Tuna - Store	Spent \$150 in the previous 90 days, but \$0 in past 30 days (\$20)	Monthly - 1st Tue 1:30 PM
3 Day Sale - Store - <i>Inactive 60 days</i>	Spent \$10 in the last 270 days, but \$0 in past 60 days (25%)	Wed. 6:15 PM
5 Day Sale - Route - <i>Inactive 60 days</i>	Spent \$10 in the last 270 days, but \$0 in past 60 days (25%)	Sun. 6:15 PM
Goodwill Marketing		
Thank You - Counter Customer	Top 10% of customers for previous 90 days	Quarterly - 15th 11:00 AM
Thank You - Route Customer	Top 10% of customers for previous 90 days	Quarterly - 15th 11:00 AM
Happy Birthday	Day of Birthday (\$10 OFF)	Daily - 7:00 AM
Happy Anniversary <i>(date added to system)</i>	SPOT Anniversary (10% OFF)	Daily - 10:30 AM
Like Us on Facebook	Any first pick ups from previous week	Wed. 1:30 PM
Sign Up for App <i>(Mobile App required)</i>	Any customers who have not downloaded the app	Monthly - 1st Thur. 9:00 AM
Update your info.	Sent to all customers	Semi-Annual

OTS Plus Marketing & services continued on back...



OTS PLUS MARKETING

OTS Plus emails are geared to add additional revenue to the below campaigns. You are able to choose all customers or anyone who has not been in for 30 days.

	FREQUENCY	DATE SCHEDULE
OTS - Plus Holiday Emails		
January - New Years Sale (21% off all services)	21 Days	January 1
February - Valentine's Day - 14% off Dry Cleaning & Laundry	One Week (Sunday before)	Sunday before Valentines
March - St. Patrick's Day - 17% off Dry Cleaning	1 Day Only (Mar 17)	Sunday Before St. Patrick's
*Easter - Holiday Hours Email		
April - Easter - 15% off dresses & suits OR	Valid for 1 Week	Week Before Easter
- Earth Day - 20% off Dry Cleaning	Valid for 1 Week	Week Before Earth Day
May - Mother's Day - 15% off Wash & Fold	Valid for 1 Week	Mother's Day
*Memorial Day - Holiday Hours Email		
June - Father's Day - 15% off Golf Shirts & Shorts	Valid for 1 Week	Father's Day
*Independence Day - Holiday Hours Email		
July - Independence Day - FREE Flag Cleaning (if applicable) & Picnic Tips		Sunday before July 4th
August - Back to School - 15% off Alterations & Tailoring	Valid for 2 Weeks	Beginning of August
*Labor Day - Holiday Hours Email		
September - Labor Day - 15% Dry Cleaning	Valid for 1 Week	
October - Fall Clean Up - Bring in 3 Sweaters get 4th FREE	Valid for 1 Week	Beginning of October
November - Thanksgiving - 15% off Table Linens	Valid for 1 Week	Week before Thanksgiving
*Thanksgiving - Holiday Hours Email		
- Black Friday - 35% off Dry Cleaning	1 Day Only	Sunday before Black Friday
December - Pre-Holiday - 15% off Formal Wear (Suits & Dresses)	Valid for 2 Weeks	Beginning of December
*Christmas/NewYears - Holiday Email Hours		

*Holiday Hours email. You must notify us up to 30 days prior to email being scheduled.

PRICING

MONTHLY CHARGES	OTS	OTS PLUS
LOCATIONS 1 - 9	\$395	\$595
LOCATIONS 10 - 19	\$595	\$895
LOCATIONS 20 +	\$795	\$995

ADDITIONAL SERVICES	
Custom Email Campaigns All additional email requests must be made 14 days in advance (allow up to one week for scheduling)	\$125 per campaign
Custom OTS Templates	Additional \$200 (at set up)
Spot & Customer Connect Template Branding	\$395
Click to Redeem Option	\$150

One time sign up fee equal to your monthly charge due upon sign up.



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 at sign up. Monthly billing will start upon client approval of marketing materials, or within 30 days of signup. Billing cycles are either on the 1st or the 15th of each month and partial months will be prorated at start up.