



# 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. E-Mails, letter printing, mailing, postcard printing and text marketing are available.

	TRIGGER	FREQUENCY
<b>New Customer E-Mails/SMS</b>		
Welcome New Counter Customer	New customers signed up from previous day	Daily - 10:00 AM
Counter Sign up 7 days - Zero Orders	Signed up for counter and has no pick up for 7 days	Daily - 11:00 AM
Counter Sign up 14 days - Zero Order	Signed up for counter and has no pick up for 14 days (15%)	Daily - 11:00 AM
Counter Sign up 30 days - Zero Orders	Signed up for counter and has no pick up for 30 days (20%)	Daily - 11:00 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
<b>Route Delivery E-Mails/SMS</b>		
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
On Demand - Route Calendar	On Demand route schedule - SMS or E-Mail	Sunday - 6:30 PM
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
<b>Data Base Management</b>		
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 Inventory Reminder 30, 60, 90, 120	All racked orders	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. 1:30 PM
<b>Sales &amp; Growth Generators</b>		
Marketing By Category - Households	Min. \$25 spent in previous 90 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 - Wash, Dry, Fold	Min. \$25 spent in previous 60 days/DC/Household/Laundry/\$0 spent in WDF (20%)	Monthly - 4th Tue. 1:30 PM
Convert Counter Customer to Route Customer	Min. \$50 spent in 30 days	Monthly - 4th Wed. 1:30 PM
<b>Retention Marketing</b>		
One and Done	Any customer who has not been back once in the last 5 weeks (\$10)	Thursday - 11:00 AM
Out of Pattern - Counter/Route	Any customer to fall out of pattern in previous 7 days (\$5)	Thursday - 11:00 AM
Lost Tuna - Counter/Route	Spent \$150 in the previous 90 days, but \$0 in past 30 days (\$20)	Monthly - 1st Tue. 1:30 PM
5 Day Sale - Route Only	Spent \$10 in the last 270 days, but \$0 in past 60 days (25%)	Sunday - 6:15 PM

	TRIGGER	FREQUENCY
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Retention Marketing (Continued...)		
3 Day Sale - Week 1 - <i>Inactive 30 days</i>	Spent \$10 in the last 270 days, but \$0 in past 30 days (15%)	Wednesday - 6:15 PM
3 Day Sale - Week 2 - <i>Inactive 60 days</i>	Spent \$10 in the last 270 days, but \$0 in past 60 days (20%)	Wednesday - 6:15 PM
3 Day Sale - Week 3 - <i>Inactive 60 days</i>	Spent \$10 in the last 270 days, but \$0 in past 60 days (25%)	Wednesday - 6:15 PM
3 Day Sale - Week 4 - <i>Inactive 90 days</i>	Spent \$10 in the last 270 days, but \$0 in past 90 days (30%)	Wednesday - 6:15 PM

Goodwill Marketing		
Thank You - Counter/Route Customer	Top 10% of customers for previous 90 days (no discount)	Quarterly - 15th 11:00 AM
Happy Birthday	Day of Birthday (\$10 OFF)	Daily - 10:30 AM
Happy Anniversary ( <i>date added to system</i> )	SPOT Anniversary (10% OFF)	Daily - 10:30 AM
Like Us on Facebook/Social	Any first pick ups from previous week	Wednesday - 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
On My Way Service ( <i>Mobile App feature</i> )	Sent to all customers about On My Way service	Monthly

# PRICING

MONTHLY CHARGES	OTS
On The Spot Marketing	\$395
On The Spot with E-Mail Marketing*	\$790

ONE-TIME SET UP	
On The Spot	\$395
On The Spot with E-Mail Marketing	\$790
Click to Redeem	\$150
<b>Spot Branded Templates:</b>	
Spot Generated Templates/ Customer Connect <i>(Example: order ready and order delivered email)</i>	\$395
Single Template	\$50

ADDITIONAL SERVICES	
Custom E-Mail	\$150
Additional Promotional E-Mail	\$95



\*Please see e-mail marketing program for all that is included.

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 sign up. Billing cycles are either on the 1st or the 15th of each month and partial months will be prorated at start up.