

ON THE SPOT MARKETING

Drive Results with Trigger-Based Marketing

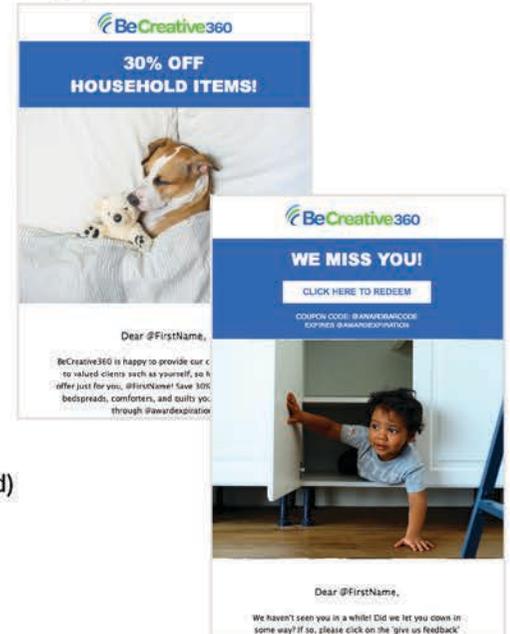
On The Spot Marketing (OTS) services, managed by BeCreative360, was built by Spot for operators who don't want the hassle of the daily or weekly processes required to carry out consistent and fully branded marketing campaigns. OTS delivers trigger-based marketing, capturing lost and low-trending customers and generating more revenue from your current database.

With over 45 professionally crafted campaigns to choose from, including:

- New Customer, Welcome, Bounce Back emails
- Route Delivery Emails—Static and On Demand
- Database Management/SMS—Automated inventory reminders (AR Past Due)
- Sales & Growth Generators—Cross market other services (comforters, wash & fold)
- Retention Marketing—Capture lost and out-of-pattern customers
- Goodwill Marketing—Anniversary, Happy Birthday, Sign Up for App

Includes **Click to Redeem** feature. No longer need to scan coupons!
 Customer clicks on the link and the offer is automatically applied to their next order.

Sample Marketing by
 Category Email: Household



Sample Lost Tuna Email

ON THE SPOT PLUS+

All the Above Plus...

On The Spot Plus+ is an essential tool for businesses looking to convert sales and drive revenue. By leveraging the immediacy, personalization, and effectiveness of SMS messages, you can engage your customers and drive them to take action.

On The Spot PLUS+ includes:

- Email Campaigns (monthly promotion sent to your whole database)
- Print Campaigns
- SMS Marketing Campaigns
- Click to Redeem feature for email & SMS



Sample Wash & Fold
 promo email

Sample Patio Cushion
 Cleaning promo email

CUSTOM BRANDED EMAIL TEMPLATES

Your Emails Match Your Business

- Order Ready
- Payment Receipt
- Quick Ticket
- Order Delivered
- Email Statement
- Rewards Email
- A/R Payment Receipt
- ...and more!



Sample Payment Receipt Email



Sample Order Ready Email

BRAND YOUR CUSTOMER CONNECT

Match Your Brand & Website

Our web development team will customize your Customer Connect graphics to look clean, modern, and sleek just like your company website with branded headers and footers.



Sample Branded Customer Connect

MOBILE APP DESIGN

Take Your Brand to New Heights!

Elevate your dry cleaning app with our personalized mobile app design services. Showcase your brand to all your customers!

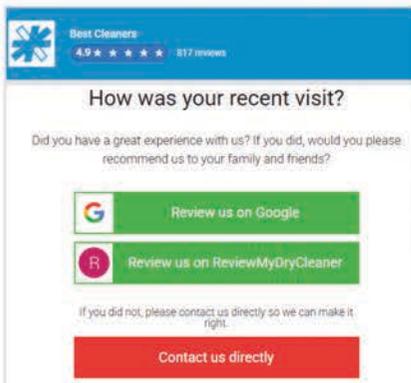


Sample Mobile App Screen

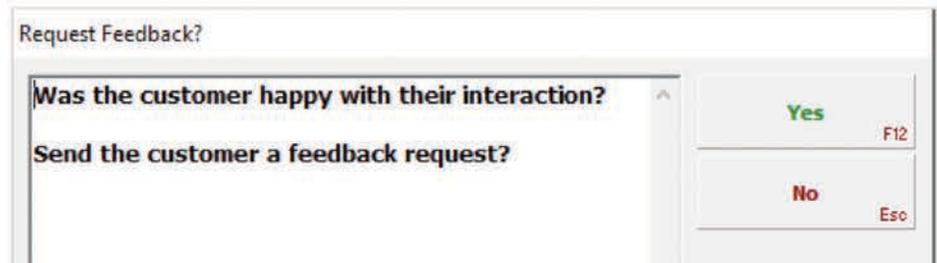
REVIEWMYDRYCLEANER INTEGRATION

Make Getting Reviews A Lot Easier with POS Integration

With Xplor SPOT integration, the system automatically sends your customers a review request after their order is picked up or delivered. You can customize how often the request goes out to customers. You also have the ability to use the Instant Feedback feature. Send happy customers a review request before they leave the store, directly from your workstation. Capture their positive feedback while it's fresh in their minds.



Sample Feedback Prompt



Sample Instant Feedback Request