

Big Idea

Local Store Marketing Big Idea Bundle



We've Bundled Together Our Most Successful Local Store Marketing Services For Under \$75 Per Location Per Month.*

We offer the most comprehensive and successful Local Store Marketing (LSM) programs in the industry. The big difference is our training and support system. Your restaurants will have unlimited access to online tools and live LSM Personal Trainers that will strengthen their execution and help them succeed in their local communities.

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For under \$75 per location, per month, you will receive the following:

1. Customized LSM Programs

We will write and develop four customized LSM programs that can be easily understood and executed at the store level. Each of the four programs includes a step-by-step program execution guide and a custom-designed marketing item.

2. Branded Secure LSM Website

We will then take your LSM programs and upload them to your very own secure branded LSM website. This will enable

managers to choose a program that best fits their needs, then download program execution guides and customize, proof and order marketing materials right from their computers, all in about the time it takes to bus a table! Our "state of the art" technology offers many capabilities and managers love how easy it is to use.

Website Features

- Secure user names and passwords for authorized users
- Direct connection through your company intranet (if required)
- Approval settings to enable supervisors to review materials and product costs before production begins
- Ability to customize LSM materials to include variable offers, location information, dynamic maps, images, QR codes, bar codes and coupon codes
- An LSM Training Center with online training tools and webinars restaurant personnel can access 24/7 to learn additional execution techniques
- Order history with saved customizations and real-time tracking of material shipments
- Individual location and system usage reports

3. The LSM 90-Day Challenge®

Now that you have a nice portfolio of LSM programs available for your restaurants on your new LSM website, we have a proven and effective program to help kick-start your LSM efforts at the local level. Introducing the LSM 90-Day Challenge®!

This program provides restaurant personnel with LSM training, weekly tips and ideas to build relationships and drive sales – the keys to LSM success. When executed correctly, the LSM 90-Day Challenge has never failed. You will also receive unlimited access to our experienced LSM Personal Trainers that can help answer any questions that may arise throughout the Challenge. Included are proven LSM techniques from restaurant operations and marketing veterans and proprietary tools to help you identify trade area opportunities and quickly measure the ROI of each program implemented.

For more information visit www.BigIdeaMarketing.net, call us at (949) 716-5285 or email Info@BigIdeaMarketing.net.

*Estimated costs based on a typical client of at least 100 locations, for a six-month duration. Once the full scope of work is determined, an actual quote will be provided.