

# FULL SERVICE HOTEL ADVERTISING PROGRAM

# BBI MARKETING

PROUD SUPPORTER AND APPROVED VENDOR OF THE DOMINO'S® FRANCHISEE ASSOCIATION

## HOTEL KEYS



## CHANNEL GUIDES



## DO NOT DISTURB



## HOTEL KEY SLEEVES

**FREE ROI REPORTING**

RETURN ON INVESTMENT REPORTS PULLED FROM YOUR STORE'S PULSE SYSTEM

- Total sales per hotel
- Total number of orders
- Average ticket price



## STAND UP BANNERS

33" X 79" WITH STAND & CASE

REGULAR PRICE \$109  
**DFA DEAL!**  
**\$85 THIS MONTH ONLY!**

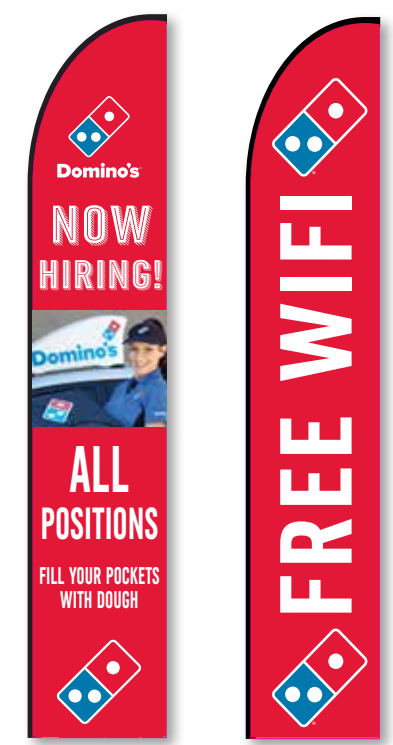
## FLEX BANNERS

PACKAGE INCLUDES: SIGN, POLE, STAKES, CARRYING BAG

1-25 = \$140; 26+ = \$125

ADDITIONAL FLAGS:  
1-25 = \$89; 26-50 = \$75;  
51+ = \$73.75

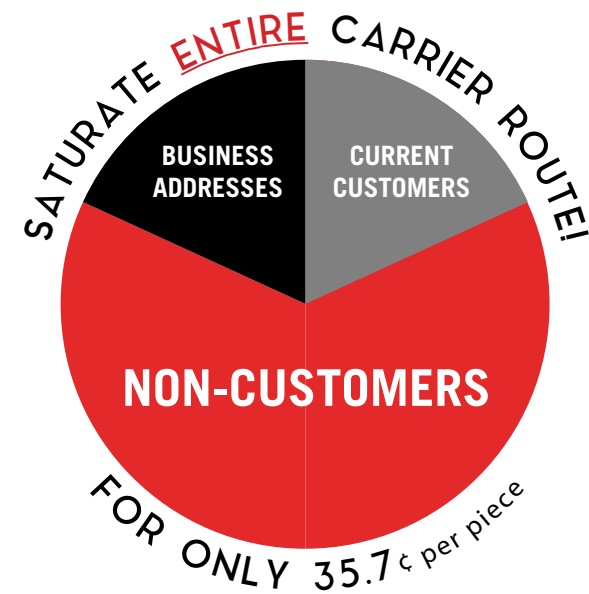
**MANY CREATIVE OPTIONS TO CHOOSE FROM!**



CALL US TO GET STARTED TODAY: 877-711-5088 • INFO@BBIMARKETING.COM  
BBIMARKETING.COM/DFADEALS

bbimarketing.com  
DIRECT MAIL • HOTEL ADVERTISING • CUSTOM PRINT

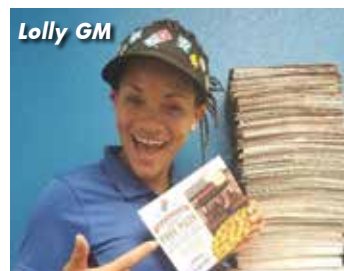
# SMART MAIL PROGRAM



USE A COMPLETELY DIFFERENT 4-COLOR CREATIVE TO TARGET DIFFERENT TYPES OF CUSTOMERS

<p><b>CURRENT CUSTOMERS</b></p> <p>USE LESS AGGRESSIVE OFFERS</p>	
<p><b>NON CUSTOMERS</b></p> <p>USE AGGRESSIVE OFFERS</p>	
<p><b>BUSINESS ADDRESSES</b></p> <p>USE LUNCH DEALS</p>	

These postcards are completely customizable and can feature what matters to you most. Now Hiring • Customer Appreciation • Store pictures featuring dine-in



**DFA DEAL!**  
\$100 OFF YOUR NEXT SMART MAIL CAMPAIGN!

"Check out these redemptions!"  
- Patrick Farmer - Washington Franchisee

# CUSTOM PRINT PRODUCTS

## BOXTOPS

8.5x5.5" • 2¢



## POSTCARDS

Starting at 33¢



## BUSINESS CARDS

\$55 • PRICE INCLUDES ART



John Will  
Marketing Director  
Customer Care Supervisor  
Domino's®  
1231 Pierce Butler Route  
St Paul, MN 55104  
Cell: 612-388-1017  
Fax: 612-377-2507  
Fax: 866-588-0917  
JohnCWIII@msn.com

## YARD SIGNS

PRICE WITH STAKES • 10 FOR \$6.50/SIGN



# NEW, LATE, LAPSED MAILING



We Get The Mail Out **FASTER**  
Data Downloads come directly to us on Monday from the week before and mail is shipped by the end of the week.



You Can Set The **LATE** Clock  
By default anyone over 30 minutes used to be considered a late order. We have written proprietary code to set the late clock per store. You tell us what you consider late. Over 45min - no problem!



Better **CREATIVE** Options  
You can utilize completely different 4-color art for each market segment, not just a generic shell with a black only message change.



**LAPSED** Customers Are Based On Order Patterns  
Not just 30-60, 60-90etc. We calculate order patterns based upon as many as the last 10 orders. If a customer usually orders on average every 39 days, on day 40 they would qualify as lapsed.



**NEW** Customers Are Truly **NEW!**  
Our code only identifies a customer I.D. as new if both the customer I.D. and the customer address have not had an order in the last 180 days.



Better New & Late **ROI** Reports  
Our Return on Investment reports are not just based on percentages and embellished response. We present comprehensive customer ordering information showing:  
• contact information • date of each order  
• the date we mailed • what was ordered  
• how it was ordered • how much they spent.



**DFA DEAL!**  
WITH PURCHASE OF 5K OR MORE STICKERS RECEIVE 1,000 FREE

SEVERAL CREATIVES TO CHOOSE FROM!

## STICKERS

3" STICKER • 3.3¢ ea.



ALL OF OUR CREATIVES ARE COMPLETELY CUSTOMIZABLE. LET OUR STELLAR ART DEPARTMENT CREATE SOMETHING UNIQUE FOR YOU!

**THE FORMULA WE BASE OUR ROI ON IS:**  
Net Sales x 25% Contribution Margin - Cost of Mailing = **PROFIT**  
The average store mails approximately 200 New, Late, Lapsed Postcards per week

Only **.4485¢** Per Piece

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