

Connected Marketing: Finding you New Business is our Business

Restaurateurs: Target Customers with Ready Dollars to Spend

We will select and contract Restaurant Partners on your behalf: Retailers who will help to advertise your business.

This is how it works: We create a gift certificate for you. The Restaurant Partner uses the certificate to attract customers to their store – you both benefit from a low cost of acquisition. It's that simple.

Your custom certificates will be produced using a 4 colour, high-resolution printing process.

Your certificate will be 4 ½ X 5 ½ inches in size.

Complete instructions, redemption requirements and restaurant information will be included in the pack – so your customers will know exactly how to use the voucher and where to find you!

We will sell your certificates in packs of 5 X \$20.00 certificates, which will be sealed in an envelope with your company logo on and ready to be given away.

Marketing Capture & Activation

- Certificates are activated through the Connected Marketing website. The process is very straightforward. The customer needs to visit our website: www.connectedmarketingbemyguest.com and log their name, contact details and email address. They will then be sent their PIN.
- Once you've found a customer, you don't want to lose them; that's why we forward any captured information on to you.
- Keeping in touch with your customers can be expensive. Ask about our supplemental direct mail program: it will save you time and money!

Talk to Connected Marketing if the Following Issues are Affecting Your Business

Are you an Independent Business with a limited marketing budget? Finding new customers costs money – so how do you break the cycle?

Maybe money isn't the problem: you just want your campaigns to stand out from the crowd or to expand your customer base and don't know how.

Either way, the recession has made consumers careful. As a Restaurateur, how do you compete with an ever growing fast food industry on a limited marketing budget?

Eating in is the new going out, after all!

Consumers are overloaded with choice; so how are you going to make sure that your message is original, effective and affordable?

There's a Solution: It's Called "Be my Guest"

“Be my Guest”: Features and Benefits

- Reach your customers: Your Connected Marketing Representative will help you design a customised program that will attract the right type of customers.
- Get more coverage: we can help you target new customer groups.
- Reach ‘active’ buyers: our promotions are designed to reach customers with spending power.
- Increase your profile: we will also advertise your business on our website.
- Get noticed: we won’t advertise any similar promotions during your agreed program dates – so your advert is guaranteed to stand out.

“Be my Guest”: How it Works

The Method is Simple:

- Restaurants seeking to increase their sales and profits buy promotional certificates from Connected Marketing at cost-price – they then become a Restaurant Partner.
- Local businesses then purchase these certificates to advertise their services: ‘Buy any 3 products over the value of ‘XX’ and receive \$100 in gift certificates from local restaurants’ – they then become a Sponsor.
- The consumer makes a purchase through the Sponsor and receives their promotional certificates.
- The Restaurant Partner and Sponsor benefit from a sale and a new customer.

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There are 20 reasons why customers haven't visited your business...we'll
give you a 100 reasons why they will

Invite new customers to your business...cost efficiently

"Be my Guest!"

The Connected Marketing Mission

Connected Marketing has 50 Years Experience in the Consumer Package Goods Industry

Our mission is:

1. To connect together local businesses using promotional incentive programs.
2. To ensure that those incentive programs enhance consumer awareness of the brands and services of both business partners.
3. To increase the sales and profits of both businesses cost efficiently.

Looking into the mind of today's consumer:

- 60% of consumers return to the same business locations: We can help you to target this majority.
- Most advertising messages fail to inspire action: We can provide you with a way of reaching your customers that is original, effective and affordable.
- 80% of consumers need "something extra" to sway them: We can pass on high-value offers to them at a minimal cost to your business.
- Free offers are rarely refused: We can offer your customers a no-cost incentive to use your services.