

...delivering another innovative service

Proposal for increasing R.O.I. on advertising efforts at the franchise level for ChemDry®.

After all your efforts to get a customer — don't stop nurturing them & the opportunities they can return!

It takes a lot of time and money to get a job, and sadly enough most people stop right there. We business owners certainly mean to follow up, and hope customers will schedule again or refer a friend, but how many times have we said that "we will get to that tomorrow" and before we know it, we only focus on blanket advertising and repeating the same message to every contact regardless of their status or history with the business?

The truth is: it takes several touches before someone will call a company to schedule a job, and it takes much more effort to ensure their comfort level with additional services provided before seeing the need, value and desire to add additional services.

We know times are tough and that staff is slim, so we have created a program to help nurture and convert prospects into paying jobs. The DRIP program puts you in control while letting us handle the prospect-nurturing and list-maintenance side for your business, while still keeping your staff informed with scheduled reminders.

How does it work?

We have a DRIP system that systematically sends out emails, postcards and letters, to the people that booked with you in the past. These are your most critical leads. We make them feel important by generating communication with graphics that relate to the work they've had done, as well as calling them by name. We also generate scripts for your staff to help with personalized phone calls.

Why you need this program and your current problematic conditions:

1. Owners struggle with having clean, accurate databases
2. Camelot and other tools currently used are not easy to interface with.
3. The database in QuickBooks is less than stellar for extracting valid data.
4. Most franchises use one big mixed message (i.e. a postcard with everything on it).
5. Doing the regular mailings to all your customers poses the following constraints
 - a. Requires large outlay of cash for postage.
 - b. Is not always done.
 - c. Forces you to try and get the most information you can on the postcard and the cheapest postcards you can because of the lump sum cash constraints imposed.
6. The drive to do an advertising blitz is usually too late, after the effects of business slowdown have already taken place.
7. May produce a flood of responses right after mailing and a drought until the next mailing.
8. Timing of advertising is a best-guess scenario or at set dates that may or may not be the most beneficial in timing.

What we do for YOU:

We will breakout the mixed messages on the postcard and provide a more pointed, direct message that is delivered in a more timely method. We do not believe that one postcard should be used for the three objectives of **More Money**, **More Often**, and **More Customers**. We also believe that with some small adjustments on your part, we will be able to insure a more comprehensive message and increase customer interaction and retention.

What will we do?

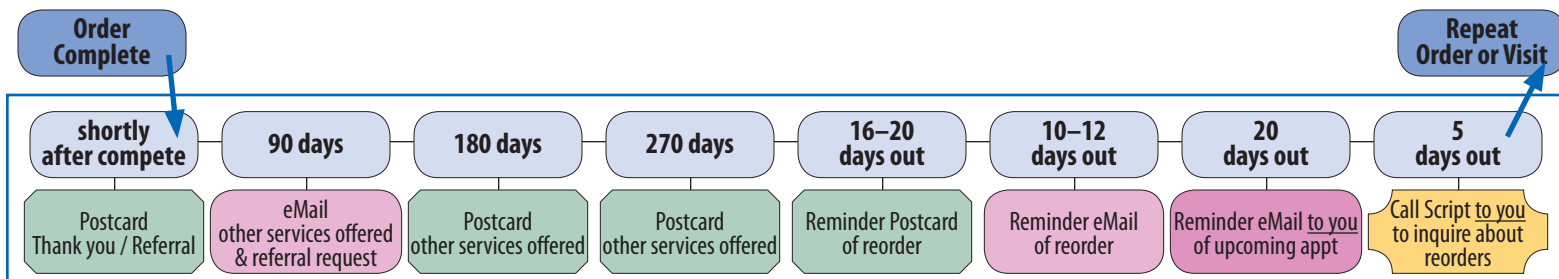
- We will send out the strategic communication to customers throughout the year.
 - We will use Direct Mail to encourage your current contacts to clean **More Often**.
 - We will entice customers with additional services to provide you **More Money**.
 - We will use your customer profile to advertise to qualified prospects for **More Customers**.
- We will help you know where these potential customers are in their progress.
- We will manage all of the Do Not Call, and Do Not Mail information on the customer.

What involvement is required of you?

1. Enter name and details of work done at completion of each order.
 2. Set a date for the next possible order or visit, schedule a date to follow-up with them, possibly one year out.
 3. Invest a small percentage of the order just completed for the next several marketing touches to retain and further engage customer.
- We need you to make the scheduled phone calls during the year after we send you a reminder email.
 - We need you to update the status of client when they purchase or your have called them.

Our Drip Campaign may be customized and can provide:

1. Thank you / Referral Postcard Mailing shortly after visit.
2. 90 day email about other services and referral (copy of Corporate generated newsletter).
3. 180 day reminder postcard talking about other services you offer.
4. 270 day reminder postcard talking about other services you offer.
5. A 16 to 20 day out reminder postcard to reorder products with you.
6. A 10-12 day out reminder email to reorder products with you.
7. A 20 day out email reminder to you of the customer's needs, triggers a reorder or revisit to them.
8. A 5 day out email with call script to the you to contact that customer.



Advantages to be realized:

1. Delivers messages that are clear and concise projecting an exact outcome.
2. Messages are delivered continually every week of the year.
3. Balanced cash flow.
4. Balanced work load.
5. Easier to allocate cash to marketing efforts when done at time of collection.
6. Messages are delivered relative to the customer's actions and not based when you find time.
7. Database will be maintained and secured by Reflections Press.
8. Database will be available for your Analytic purposes .
9. Database will provide key information of best candidates for mailing to in upcoming quarterly mailings.
10. Customers like warm friendly communication that is personalized and relevant to them.
11. Commits customer to an annual cleaning date (just like the dentist or yard care service).
12. Helps meet circle of excellence other HRI requirements.
13. Keeps retention rate of customers higher.
14. Allows you to spend very little dollars to keep the customer.
15. Eliminates communicating to the customer as a new customer that has never used you!
16. Frees up office to focus on work and on customer service issues.
17. Provides data of who is scheduled for the upcoming weeks and months.
18. Allows for the job to be done at a specific rate and not just at the discounted offer that would have been on a postcard or similar campaign driving the call.
19. Eliminates the need for costly call centers.