PERSONALIZED MARKETING PROGRAM
Through Renoware Sales Software

EASY TO USE

This fully-integrated marketing program is simple for store owners and their employees to use. With the Personalized Marketing Program, when a job is processed through the software, you will have the choice to opt-in to the marketing material and the rest is then automatically completed.

EFFECTIVE

Maintain personalized contact with your customers and attract new customers. Plus, the postcards will be personalized from your store and will include references to the work that was done which will automatically link to relevant offers and promotions. On average, 180 direct customers and 1,440 new customer prospects are reached, effectively building on your existing relationships, reaching new customers and giving you unique and powerful marketing opportunities.

AFFORDABLE

The total marketing cost is less than $35 per new install, allowing you to strengthen your relationship with your current customers and attract new ones.

WHAT IS IT?

FEATURES

Postcards (3) – a thank you is sent to customers after a job is sold and a survey with PURL and a referral card with PURL is sent when the job is completed.

PURL – is a Personalized URL (website) for each customer.

Power of 10 (Po10) – a Postcard will be automatically sent to your customers' 10 closest neighbours with a message, "Did you know your neighbours chose 'Your Company' for their renovation project?"

Custom Mailer – a mailer is sent in the spring and fall to the customers selected for the Po10. This mailer will be at no additional cost to the store owner.

RENOPRO

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Personalized to the customer

Personalized from the store

Did you know Renoware has an integrated, automated marketing feature? OTC Group has partnered with RenoWare to offer this unique marketing opportunity.

Just a click of the mouse and you trigger a marketing program that takes up none of your time and is hassle free.

How it works.

When you set up your "Store information" in the RenoWare software you will notice a check box at the bottom of the form, "Participate in OTC Marketing". This is the main on/off switch for the Marketing program. If the box is not checked you will not be prompted to send the marketing pieces to your customers and prospects. Check the box and you will be prompted at different points in the sales process to approve the sending of some marketing materials. When the job is marked "sold" you will be prompted to approve the sending of a thank you card. The card will be sent to your customer from OTC but will appear to come from you.

When the job is marked "complete" you will be prompted to approve the sending of postcards to your customer's 10 closest neighbours (Po10 program). The

postcard will reference the fact that a neighbour of theirs has recently used the services of your company and will include the type of project they did and your store information. In addition to these touch points you have an opportunity to send postcards/marketing materials to any or all of your customers at a time of your choice.

When the job is marked "closed" you will be prompted to approve the sending of a postcard to the customer that will contain a personalized website link (Personalized URL or 'PURL'). The customer will be asked to log into this website and complete a survey about their experience with the job and your company. This will also

Personalized postcard to the customer.

trigger a second contact point 6 months after the "closed" date with an incentivized referral card (also with a PURL) sent to your customer that they could use to refer a friend or neighbour to you.

Participation in all portions of this automated marketing program would cost less than

$35 per customer. The store will be billed directly by the OTC Group on a monthly basis for any jobs they have chosen. Knowing this up front allows you to build that cost into the price of the sale.

Less than $35 per customer

A best practice would be to enter this as a miscellaneous job cost in RenoWare so it can be tracked.