



RETAIL MARKETING NETWORK

	GOOD	BETTER	BEST
Digital Coupons	●	●	●
eCommerce		●	●
App	●	●	●
Website	●	●	●
Text	●	●	●
Loyalty & Rewards		●	●
Email	●	●	●
In-Store Audio			●
Social Media Facebook		●	●
Social Media Instagram			●
In-Store Digital Boards			●
Planned Content Creation	●	●	●

Cost Per store Per Week **\$50** **\$285** **\$345**

WEBSITE

Since customers will often make their first stop when considering a grocery trip on the Web, it's crucial that you have a website and that it's easy and informative for your current and potential customers. We have a team of skilled web designers who have built hundreds of websites for grocers around the country and can guide you towards the most effective website to meet your sales goals.

Included in all AWG websites:

- weekly ad
- employment application PDF
- homepage slides
- about us page
- mobile responsive design
- SEO
- location map
- printable coupons
- SSL certificate
- store information
- links to social media
- ADA compliancy
- contact us form
- recipe center

DIGITAL COUPONS

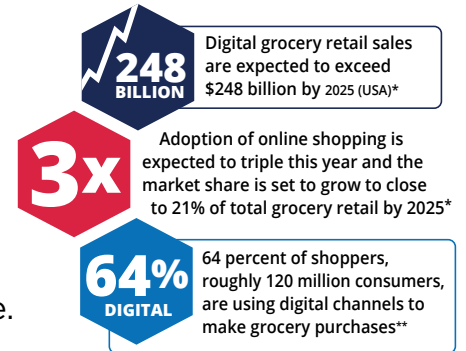
A trio of digital coupon options-

*National, Store Brands, AWG Negotiated - A digital coupon shopper is \$30 more valuable per basket than non-rewards shoppers

eCOMMERCE

Service customers with a shopping experience that lets them shop beyond your store's physical location; on their desktop or laptop computers, tablet devices or mobile phones. Utilizing AWG's endorsed e-commerce platforms, you can thread your store's brand and reach more customers in the online marketplace.

Are you ready to take your sales to the next level?



APP

The mobile application provides access to your shoppers while they are on the go!

- KEY FEATURES -



TEXT

Reach your customers directly with coupon offers, event updates and sale reminders.

Using this marketing tool is a quick and creative way to increase basket size and trip frequency on a weekly basis.

Use a PLU to track redemption to speed up sales, or simply ask for a customer to show the text at checkout.

▶ **SEP - LOYALTY & REWARDS**

Use the power of data, the power of national and AWG-specific digital offers and the loyalty of Rewards to make your marketing complete.

SEP is AWG's preferred in-house full database and loyalty marketing program. The program allows AWG retailers to tap into a program designed to drive sales.

▶ **EMAIL** Why Use Email?

Preferred: 77% of consumers have indicated they prefer permission-based marketing messages through email. **Reach them where they want to hear from you.**

Profitable: According to the Direct Marketing Association, email brings in **\$43 for every \$1 spent.**

Measurable: Unlike print, you can see how many people have opened your email, clicked through to your website, or forwarded it to another person.

How We Help:

- Set up a design template, create images and write copy for your emails.
- Help you build your email list through website widgets, social media contests, printable bag stuffers and posters to display in store.
- Recommend what to send: weekly ad reminders, promotions/events, new products, and exclusive deals you can track via special PLU code.
- New products and exclusive deals you can track via special PLU code.

▶ **IN-STORE AUDIO**

Using in store audio allows you to control the messages and feelings that customers experience, to set the tempo that guides the consumer's visit and gently influences buying decisions.

▶ **SOCIAL MEDIA**

FACEBOOK: In today's social media landscape, your Facebook presence needs to stand out to be seen through all the clutter in your customer's timeline.

With our Facebook program you will receive:

- Page monitoring and response.
- Content that resonates with consumers and draws them to the page and into the store.
- Assistance with geo-targeted paid Facebook ads.
- Contests, dynamic campaigns, and a variety of other advanced social offerings.

INSTAGRAM: AWG Marketing also offers Instagram profile management. We provide the same services described above for these two popular social media platforms.

We need your help to make your page successful. We ask that you:

- Assign an approved store employee to serve as a Facebook page administrator
- Provide store-specific content regularly to attract customers
- Help us keep you in the loop about the success of your page with a regular plan of communication with your digital marketing specialist

▶ **IN-STORE DIGITAL BOARDS**

Attract customers to areas of your store using digital images and video. Control content and viewing times with simple clicks of a button. Display enticing menus, seasonal items, unique store features, ads or up-coming events easily. Over 400 templates to choose from, pick the right one to fit your store's image.

▶ **PLANNED CONTENT CREATION**

Let us handle the work for you! Our team of marketing experts plan 12-16 weeks out in our content hub, strategizing on the best content to engage your shoppers.

**FOR MORE
INFORMATION
PLEASE CONTACT:**

RANDY LANE
rlane@awginc.com
913-288-1609

CARISSA TESCHNER
carissa.teschner@awginc.com
913-288-1521

KURT KLOEBLEN
kurt.kloeblen@awginc.com
913.288.1279