

INCREASE MOTHER'S DAY GIFT CARD SALES

with gifts & incentives for guests

WHY YOU'LL LOVE THIS:

This complete campaign **promotes gift card sales** and helps **increase revenue** by offering incentives for spending more.

RECOMMENDED OFFERS:

(choose one)

- \$50 gift toward product when you buy \$200 in gift cards
- \$20 gift toward product when you buy \$100 in gift cards
- Free tote bag when you buy \$100 in gift cards

PLAN. EARLY.

SAVE 20% when you pre-order by March 1.
Run Dates: March 29 - May 10 (6 weeks)

Order by March 15

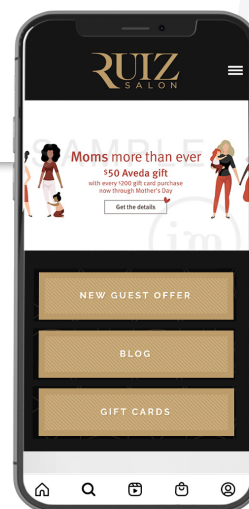
Run Dates: April 12 - May 10 (4 weeks)

Campaign Price Increases After March 15!

So our team can ensure you launch ASAP, a 15% rush fee will apply starting March 16.

Campaign Packages on following page.

Option A: Coral



Homepage Header

Option B: Pink



Option C: Blue



READY?

985.792.0991 • hello@immarketinggroup.com

MOTHER'S DAY 2021

PICK YOUR PACKAGE

	FULL CAMPAIGN	DIGITAL PACKAGE	SOCIAL-ONLY
PRE-ORDER BY MARCH 1	\$1,675	\$1,175	\$490
ORDER BY MARCH 15	\$2,010	\$1,410	\$588
ONLINE			
Email <i>(Sent twice to your guests)</i>	●	●	
Website <i>(Homepage header & promo page update)</i>	●	●	
Digital Product Voucher		●	
Digital POP		●	
SOCIAL			
Facebook Cover Photo	●	●	●
5 FB posts <i>(Boosted \$25 each; included in cost)</i>	●	●	●
PRINT			
Easel Poster <i>(Qty. 1)</i>	●		
Mirror Clings <i>(Qty. 12)</i>	●		
Bounceback Product Voucher <i>(Qty. 100)</i>	●		
Operations Guide	●	●	



Ask about our multi-location and custom packages.

READY?

985.792.0991 • hello@immarketinggroup.com

MOTHER'S DAY 2021

CAMPAIGN ADD-ONS

Entice guests to spend more with gift incentives & curbside appeal.

Gift with Purchase: Natural Canvas Tote* <i>\$18 Retail Value</i>	4-COLOR: MOMS MORE THAN EVER (A)	
	A-la-carte: Qty. 24 - \$497 Qty. 48 - \$711 Qty. 96 - \$927	When replacing printed vouchers in your package: Qty. 24 - \$247 Qty. 48 - \$461 Qty. 96 - \$677
	2-COLOR: BE NICE (B, C)	
	A-la-carte: Qty. 24 - \$383 Qty. 48 - \$503 Qty. 96 - \$748	When replacing printed vouchers in your package: Qty. 24 - \$133 Qty. 48 - \$253 Qty. 96 - \$498

**Pricing for all items includes design customization, printing & shipping.*



READY?

985.792.0991 • hello@immarketinggroup.com

MOTHER'S DAY 2021

CAMPAIGN ADD-ONS

Entice guests to spend more with gift incentives & curbside appeal.

Curbside A-Frame Poster* 24" x 36" Black or White Plastic Frame Hardware + 2 Weatherproof Poster Inserts Customized with your Logo & Phone Number	\$365 <i>a-la-carte</i>	\$141 <i>when replacing your easel poster in a full package</i>
Already have A-Frame hardware? 2 Weatherproof Poster Inserts* Customized with your Logo & Phone Number	\$266 <i>a-la-carte</i>	\$42 <i>when replacing your easel poster in a full package</i>

*Pricing for all items includes design customization, printing & shipping.

Curbside A-Frame Poster (front)



(back)

READY?

985.792.0991 • hello@immarketinggroup.com

MOTHER'S DAY 2021

CAMPAIGN ADD-ONS

Entice guests to spend more with gift incentives & curbside appeal.

	Pre-order by March 1	Order by March 15
Easel Poster <i>(single-sided, mounted, 22" x 28")</i>	\$187	\$224
Jumbo Poster <i>(single-sided, 3' x 4')</i>	\$252	\$302
POP <i>(single-sided, 8" x 10")</i>	\$271	\$325
Digital POP	\$75	\$90
Mirror Clings <i>(Qty. 12)</i>	\$248	\$298
Vouchers <i>(Qty. 100)</i>	\$250	\$300
Curbside Product Reservation Form	\$150	\$180
Email <i>(sent 2x)</i>	\$450	\$540
Email: Additional Location Add-on (code & send)	\$150	\$180

Option A: Coral

Homepage Header



Option B: Pink
Mirror Cling



Option C: Blue
Email



READY?

985.792.0991 • hello@immarketinggroup.com