

HOLIDAY 2022

# CAMPAIGNS TO DRIVE REVENUE & SELL EARLY



gift for  
a beautiful tomorrow

**\$25 Aveda Gift**  
with every \$125 gift card purchase—  
we'll wrap!

**AVEDA**  
Scan for details:



BABY, THERE'S

*style  
inside*

**\$100 BONUS**  
when you purchase a  
\$300 gift card (\$400 value)



GIFT BIG

**SHOP**

SMALL

**\$200 GIFT CARD  
FOR \$170**

Scan for details:



BABY, THERE'S

*style  
inside*

**\$100 BONUS**  
when you purchase a  
\$300 gift card (\$400 value)



**READY?**

985.792.0991 • [hello@immarketinggroup.com](mailto:hello@immarketinggroup.com)

# HELP GUESTS SPEND MORE & SHOP SMALL

Our complete campaigns promote gift card sales and increase revenue with incentives to spend more & stay local.

## STEP 1: CHOOSE YOUR RECOMMENDED OFFER

- \$200 gift card for \$170
- \$25 gift toward product when you buy \$125 in gift cards
- \$100 bonus when you purchase \$300 gift card (\$400 value)
- Or work with your marketing consultant to create a custom offer (additional fees apply)

## STEP 2: CHOOSE YOUR ARTWORK

Proven strategy and award-winning design - without the custom price tag.

Option A: Modern Tree



Option B: Shop Small Holly



Option C: Aveda-Aligned



## INTO COUTURE?

Add \$900 to your package price and our team will concept, write and design a custom campaign just for you.

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# STEP 3: CHOOSE YOUR PACKAGE

	FULL	PARTIAL	HIGHLIGHT
<b>Save 15%   Order by 9/1</b> <i>launch as early as 10/10</i>	\$2,891	\$2,454	\$1,906
<b>Standard Package price   Order by 9/22</b> <i>launch week of 10/31</i>	\$3,401	\$2,887	\$2,242
<b>Rush 15%   Order after 9/22</b> <i>launch week of 11/15 or later; rolling basis (We move fast to maximize your ROI)</i>	\$3,911	\$3,320	\$2,578
<b>Message Frequency</b> <i>reach guests more times, in more ways</i>	20x	18x	14x
<b>Offer Consultation</b> <i>We'll help you drive sales where you need them most</i>	●	●	●
<b>ONLINE</b>			
<b>WEBSITE</b>			
<b>Homepage Banner</b>	●	●	●
<b>Holiday Landing Page</b>	●	●	●
<b>Gift Set Page</b> <i>Includes Aveda holiday gift sets; Add 6 custom gift sets for \$300</i>	●	●	●
<b>EMAILS</b>			
<b>Launch Email</b> <i>sends 3x</i>	●	●	●
<b>Small Business Saturday / Cyber Week Email</b> <i>sends 2x</i>	●	●	
<b>2 Weeks Left to Shop Email</b>	●		●
<b>3 Days Left to Shop Email</b>	●	●	
<b>SOCIAL</b>			
<b>Instagram Reel Customized Video</b>	●	●	
<b>8 Facebook posts</b> <i>Boosted \$25 each, included in cost</i>	●	●	●
<b>IN-SALON</b>			
<b>100 Custom Bounceback Vouchers</b>	●	●	●
<b>Mirror Clings</b> <i>(Qty. 25, 4" x 8")</i>	●	●	
<b>POP Display</b> <i>(Qty. 1, 8" x 10") with offer</i>	●	●	●
<b>Easel Poster</b> <i>(Qty. 1, 22" x 28") with offer only</i>	●		
<b>Operations Guide</b>	●	●	●
<b>INTO COUTURE?</b> <i>Custom concept, copywriting and art - just for you. Add to your package price.</i>	+\$900	+\$900	+\$900

# GO AHEAD, BE EXTRA

For high traffic or multi-location salons who need a little more.

## Product Bounceback Vouchers

Price includes customization with your logo and contact info.

A LA CARTE	INCREASE QUANTITY
Qty. 100 - \$259	Included in pkg
Qty. 250 - \$264	+ \$10
Qty. 500 - \$306	+ \$42
Qty. 1000 - \$408	+ \$153

## Product Bounceback Vouchers



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# STAY TOP OF MIND.

## TEXT OUT SPECIAL OFFERS

Visual Texting, with no contracts.

**\$150** for one-time setup, **\$120** for your dedicated line

**\$450** per text/offer (up to 5,000 names)

*Includes custom message copywriting with a coordinating image. Deployed 1x to your list of up to 5,000 names.*

## SERVICE BOUNCEBACKS

Cross-sell color or any new service with service bouncebacks customized with your salon logo and contact information.

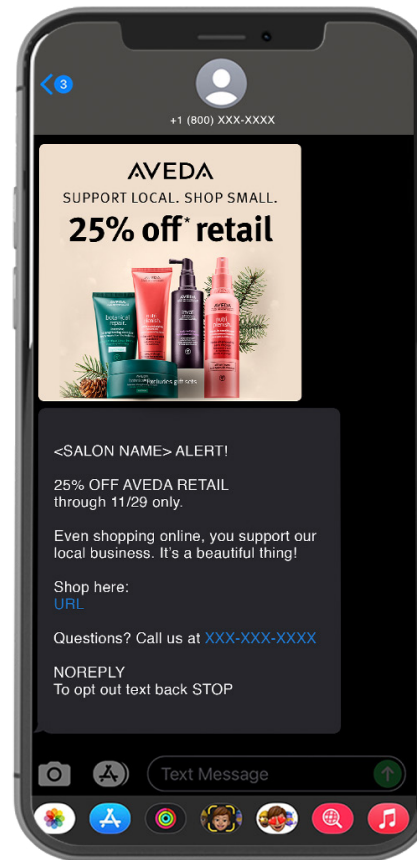
Qty. 100 - \$254

Qty. 250 - \$264

Qty. 500 - \$306

Qty. 1000 - \$408

Prices include customization, printing and shipping.



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**im** **IMAGINAL**  
MARKETING GROUP®

## HOLIDAY 2022

# CAMPAIGN ADD-ONS

	PRE-ORDER by Sept 1 & save 15%*	Order by Sept 22	Each Additional
<b>Easel Poster</b> <i>(single-sided, mounted, 22" x 28")</i>	<b>\$202</b>	<b>\$224</b>	<b>\$60</b>
<b>Jumbo Poster</b> <i>(single-sided, 3' x 4')</i>	<b>\$260</b>	<b>\$298</b>	<b>\$120</b>
<b>POP Display</b> <i>(single-sided, 8" x 10" with easel back)</i>	<b>\$165</b>	<b>\$183</b>	<b>\$25</b>
<b>Mirror Clings</b> <i>(Qty. 12, 4" x 8")</i>	<b>\$223</b>	<b>\$248</b>	<b>\$90</b>
<b>Email</b> <i>(sent 2x)</i>	<b>\$405</b>	<b>\$450</b>	
<b>Email: Additional Location Add-on (code &amp; send)</b>	<b>\$135</b>	<b>\$150</b>	
<b>SalonBiz® Digital Gift Card Images</b> <i>(Set of 6)</i>	<b>\$405</b>	<b>\$450</b>	
<b>Facebook Cover</b>	<b>\$225</b>		
<b>Boosting Booster</b> <i>(Increase the reach of your top-3 performing posts; cost includes \$150 boosting budget)</i>	<b>\$225</b>		

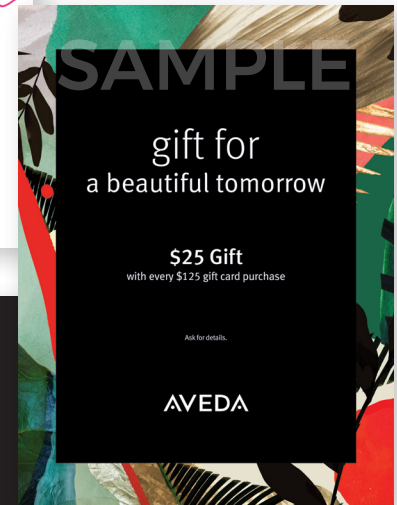
Prices include design customization with your offer, printing and shipping.

\*Discounted prices only apply when added to a package.

(see page 3)



Jumbo Poster with campaign art



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# E-COMMERCE & CLICK-TO-BUY DEALS

Get guests spending more on gift cards, with an automated hands-off system

## SELLING GIFT CARDS? \$1725\* SET UP INCLUDES:

- Gift card page branded to match your website
- Instant, emailable gift cards (or guest can choose to pick up in-salon)
- Integration with your credit card processor
- Fully automated system that emails you when a purchase is made
- 30 minute training to show you the ropes & reporting features

## ADD CLICK-TO-BUY DEALS FOR \$1250\*

Gives guests a value-add with each gift card purchase. Great for holidays & special promotions.

*(Ex. \$100 bonus gift with \$300 gift card purchase)*

## ALREADY HAVE OUR SYSTEM?

Add your Holiday Deals for \$450

*\*E-commerce and Click-to-Buy pricing is a one-time setup fee that can be reused for multiple promotions. Costs may vary based on your website structure and payment processor; ask for a custom quote.*



## GIFT CARD PROMOTION SPA BLEÜ HOLIDAY PRE-SALE

\$875 INVESTMENT

1-MONTH SALE: \$58,141 SOLD

**6545% ROI**

[READ MORE SUCCESS  
STORIES ON OUR BLOG](#)

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