

INCREASE MOTHER'S DAY SALES

with gifts & incentives for guests.

WHY YOU'LL LOVE THIS:

Our complete campaign helps **increase revenue** by offering incentives for spending more & staying local.

RECOMMENDED OFFERS:

(choose one or we'll help you create a custom offer)

- **GIFT CARD FOCUS:** \$100 Bonus Gift Card with every \$300 Gift Card purchase
- **RETAIL FOCUS:** 20% off when you buy 3+ full-size Aveda products
- **GIFT & RETAIL FOCUS:** \$25 Aveda Gift with every \$125 Gift Card purchase

PLAN. EARLY.

SAVE 10% when you pre-order by March 10.
Run Dates: April 4 - May 9

Order by March 22
Run Dates: April 11 - May 9

Campaign Price Increases After March 22!
So our team can ensure you launch ASAP, a 15% rush fee will apply starting March 23.

Campaign Packages on following page.

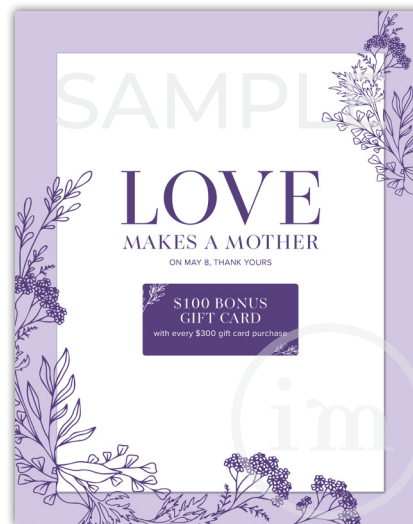
Option A: Aveda Version



Option B: Hail to the Queen



Option C: Love Makes a Mother



Option D: The Most Beautiful Connection



READY?

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MOTHER'S DAY 2022

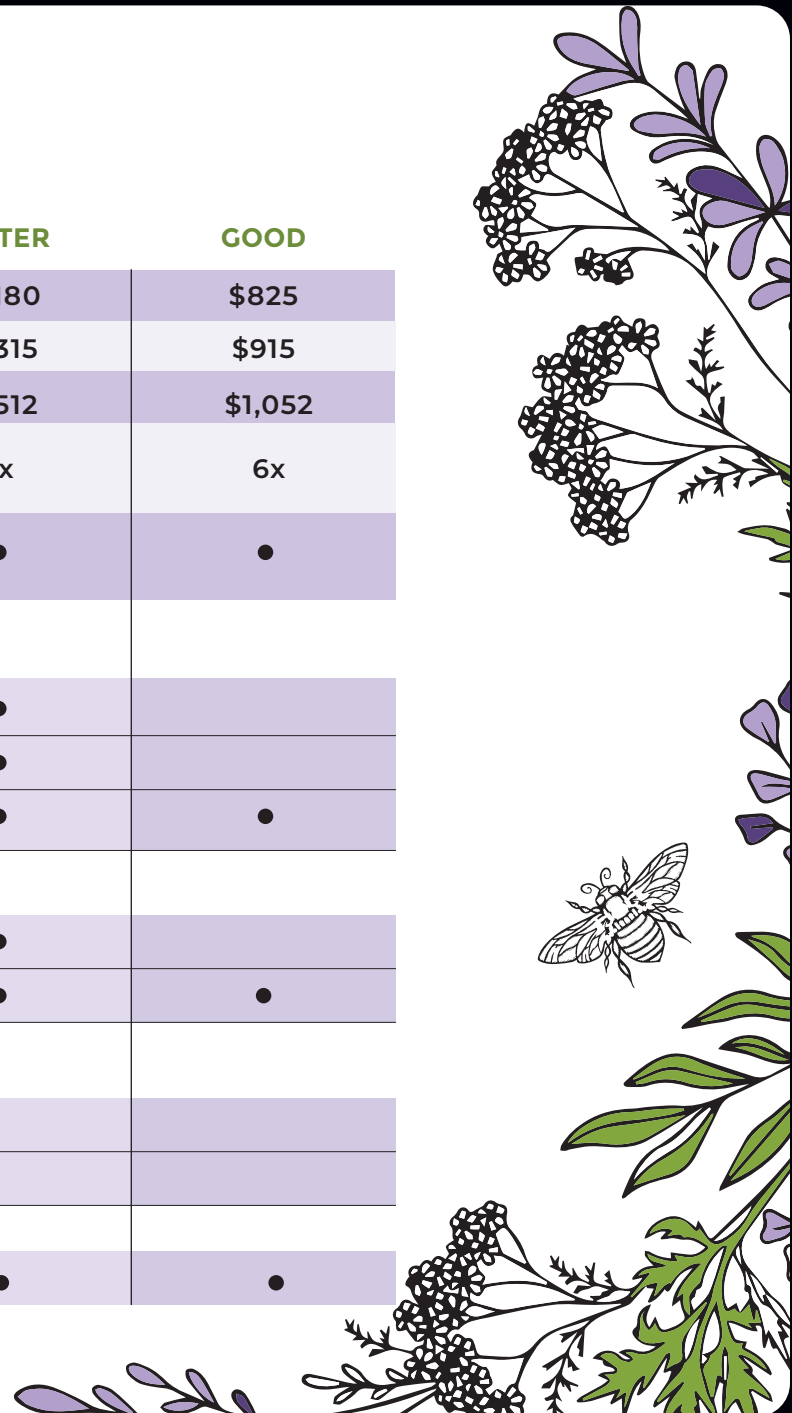
PICK YOUR PACKAGE

	BEST	BETTER	GOOD
ORDER BY 3/10 <i>launch as early as 4/4</i>	\$1,635	\$1,180	\$825
ORDER BY 3/22 <i>launch week of 4/11</i>	\$1,820	\$1,315	\$915
ORDER AFTER 3/23 <i>First come, first serve (launch 4/11 or later)</i>	\$2,093	\$1,512	\$1,052
MESSAGE FREQUENCY - <i>reach guests more times, in more ways</i>	11x	9x	6x
CUSTOM OFFER CONSULTATION - <i>We'll help you drive sales where you need them most</i>	●	●	●
ONLINE			
Mother's Day Landing Page	●	●	
Homepage Banner	●	●	
Email <i>(sent twice to your guests)</i>	●	●	●
SOCIAL			
Facebook Cover Photo	●	●	
5 FB posts <i>(Boosted \$25 each; included in cost)</i>	●	●	●
PRINT			
Mirror Clings <i>(Qty. 12)</i>	●		
Easel Poster <i>(Qty. 1)</i>	●		
Operations Guide	●	●	●

Ask about our multi-location and custom packages.

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MOTHER'S DAY 2022 CAMPAIGN ADD-ONS

	PRE-ORDER by March 10 & save 10%*	Order by March 22	Each Additional
Easel Poster <i>(single-sided, mounted, 22" x 28")</i>	\$202	\$224	\$60
Jumbo Poster <i>(single-sided, 3' x 4')</i>	\$260	\$298	\$120
POP Display <i>(single-sided, 8" x 10" with easel back)</i>	\$165	\$183	\$25
Mirror Clings <i>(Qty. 12)</i>	\$223	\$248	\$90
Vouchers <i>(Qty. 100)</i>	\$225	\$250	<i>ask for custom qty pricing</i>
Curbside Product Reservation Form	\$135	\$150	
Email <i>(sent 2x)</i>	\$405	\$450	
Email: Additional Location Add-on (code & send)	\$135	\$150	
SalonBiz® Digital Gift Card Images <i>(Set of 6)</i>	\$405	\$450	

POP Display - Option B



Pricing includes design, printing & shipping

*Discounted prices only apply when added to a package
(see page 2)

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.

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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*

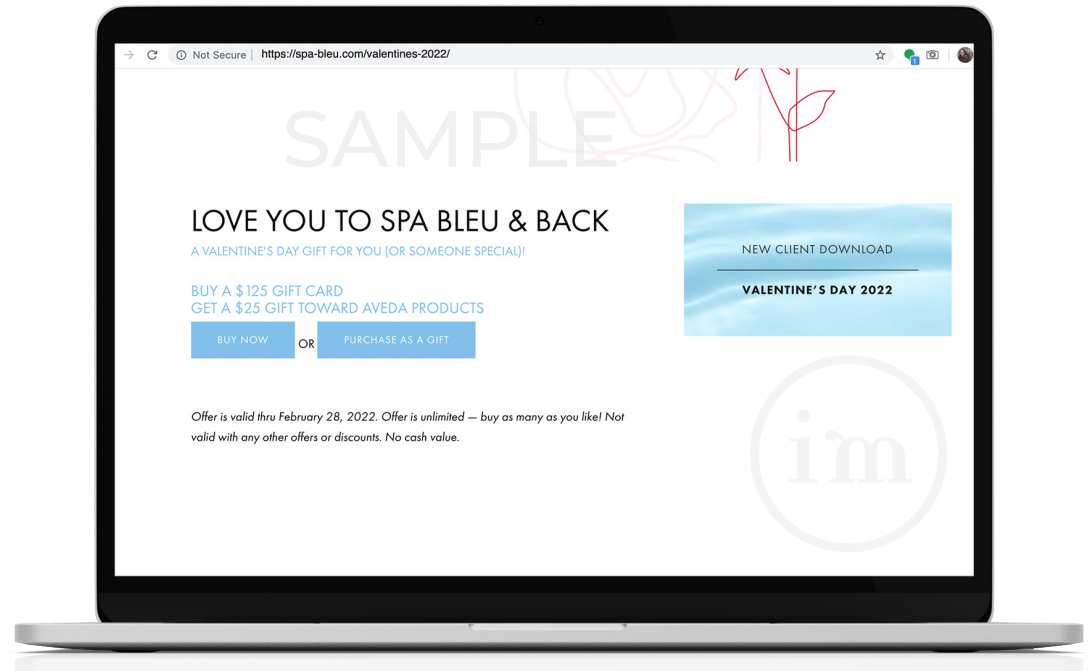
Gives guests a value-add with each gift card purchase. Great for holidays & special promotions.

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

ALREADY HAVE OUR SYSTEM?

Add your Mother's Day Deals for \$250

**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.*



SUCCESS STORIES:				
	OFFER	MARKETING INVESTMENT	\$ SOLD	ROI
Spa A	\$120 gift card for \$99 \$200 gift card for \$169	\$2505	\$148,431	5825x
Salon B	\$100 gift card for \$80 (4 day sale)	\$1600	\$20,480	1280x
Spa C	\$125 gift card for \$100 \$200 gift card for \$170	\$1100	\$63,000	5727x

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