



A SMARTER WAY TO MARKET  
[WWW.JANSANGRAPHERICS.COM](http://WWW.JANSANGRAPHERICS.COM)



# Here's How It Works:

We combine targeted email blasts with website landing pages, JM catalog site updates and printed materials to create more effective marketing campaigns to help you sell product and communicate with your customers.

Each campaign is followed up with analytics to help your sales force effectively reach out to those that have shown interest. The reports go way beyond opens and clicks and give your Sales Manager a breakdown of how the campaign performed by Market. We keep tracking your campaigns over time so you can see how your doing in different market segments, and Item-categories. Giving you the ability to better predict who you should be sending what, and when you should send it!

There are several ways to take advantage of this program...

Service Announcements

Product Promotions

Event Invitations

Informational



**PRECISION  
MARKETING**

*By BB Graphics, Inc.*

# Custom Email Design

We use E-Marketing Software like MailChimp or Constant Contact to create custom email messages to send to your customers or prospects. The email will include Call-To-Action items to direct those that open to either your JM Catalog site or your website. Making it easy for them to place an order or get more information while boosting your site's traffic.

## Types of Campaigns

This is only limited to your imagination but here are a few examples that are widely used in the Jan/San industry:

**Service Announcements:** Remind your customers that you have equipment rentals or have repair services. Invite them to try one of your online ordering options.

**Product Promotions:** Feature a new item, a group of seasonal products, even promote an entire product line if you choose. In any case we link the email to either your website or JM Catalog.

**Event Invitations:** Get people to attend your training seminars, equipment demonstrations and customer appreciation days. We can even add a R.S.V.P. form to your website.

**Informative:** Want to do a quarterly newsletter? Need to give your customers more information about the latest virus to find it's way into the area? Giving your customers valuable content like this can help solidify your customer/vendor relationship. *Many times this type of email can also contain related product promotions.*



**deb stoko® SKIN CARE**

**deb stoko® InstantFOAM® Non-Alcohol PURE Hand Sanitizer**

Highly effective, perfume and dye-free alcohol-based FOAM hand sanitizer. Kills 99.999% of many common germs in just 15 seconds. No water rinsing required. UL, EcoLogo™ and USDA BioPreferred certified. Use dispenser: SAN1LDS, IFS1LDS.

[\*\*BUY NOW\*\*](#)

**deb stoko® InstantFOAM® Alcohol Hand Sanitizer - 1 L**

Highly effective, perfume and dye-free alcohol-based FOAM hand sanitizer. Kills 99.999% of many common germs in just 15 seconds. No water rinsing required. UL, EcoLogo™ and USDA BioPreferred certified. Use dispenser: SAN1LDS, IFS1LDS.

[\*\*BUY NOW\*\*](#)

# Analytics:

A campaign is much more effective with follow up!

Each Sales Rep will receive a report showing all of their customers who opened the email plus what link(s) they clicked on. It will also give them a look at how each contact has done over the last 10 campaigns so they can keep tabs on communication. They now have leads to call on! If the campaign was Market specific and featuring items that the market is already buying the leads will be pre-qualified!

The Sales Manager will get a similar report but it will show all customers who opened and what they clicked on. Plus the same 10 campaign trend analysis. Beyond that they will get a activity sheets that display the contacts with the most activity for the recent campaign and lifetime. Item Category, Market Group, and Timing stats are also included.

# Market Strategy:

Looking like the expert to those you sell to...

Using a Market Strategy increases the response for campaigns, makes it easier for your reps to walk into the customer's door with something of value to them, and helps you sell them product that they should already be buying.

**How this works with the email campaigns is simple...**

We create a campaign that features an item that this market should be buying. (Hopefully based on information we get from STEP1® Dimensions) When ready to go, we only send it to the customers that belong to that market.

On average this increases open rates by 10% and click rates by 5%  
*(click percentage is of opens not of sent)*





SAMPLE

REPORTS

## ACTIVITY BY MARKET

### MARKET STATS FOR THIS CAMPAIGN

(IN ORDER OF YOUR SALES RANK)

	SENT TO	OPENED	CLICKED
School	279	61	13
Health	281	69	17
Church	334	69	13
Industrial	450	96	29
Auto	278	64	11

### MARKET RANKS ALL-TIME *Based on Activity*

1	Industrial
2	Church
3	Health
4	School
5	Auto

### ITEM CATEGORY ANALYSIS (ALL-TIME)

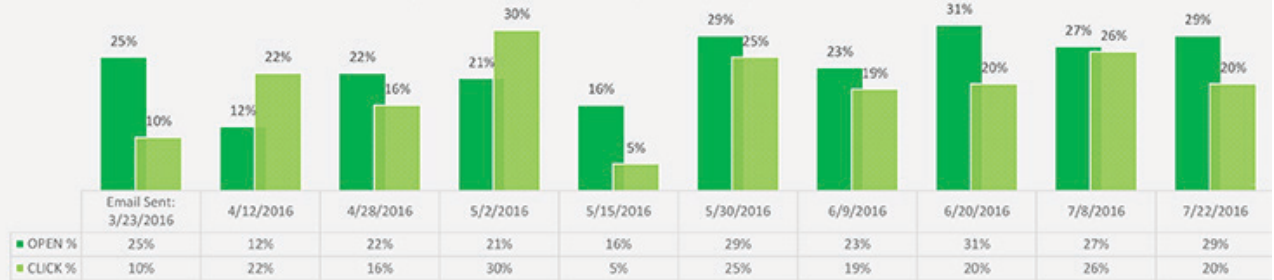
Item Category	# of Campaigns
CHEM	4
EQUIP	2
PAPER	1
SKIN CARE	1
MATTING	1
OTHER	1

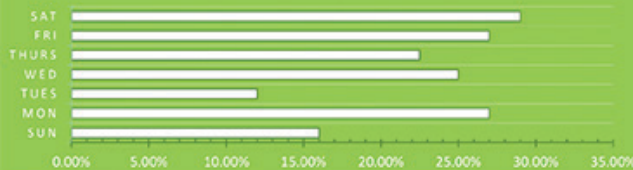
	Open Rate	Click Rate
CHEM	38%	39%
EQUIP	40%	45%
PAPER	36%	37%
SKIN CARE	35%	33%
MATTING	22%	42%
OTHER	#DIV/0!	#DIV/0!

### TIMING ANALYSIS

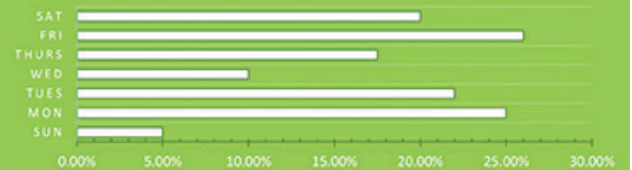
Open & Click Rates By Campaign (Last 10)



### AVERAGE OPEN RATE BY DAY OF WEEK



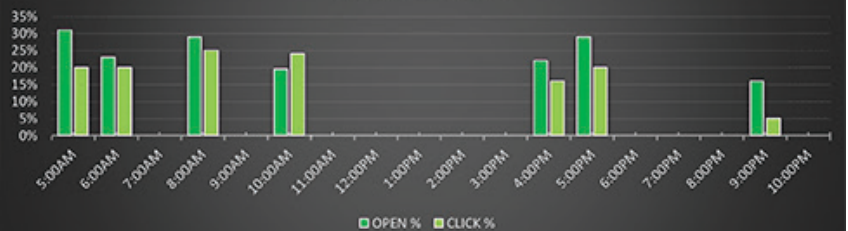
### AVERAGE CLICK RATE BY DAY OF WEEK



### Campaigns Sent per Day of Week - Last 10



### AVERAGE OPEN & CLICK RATES BASED ON TIME EMAIL IS SENT



# JM Catalog Updates:

With each campaign we can update your JM Banners and Featured Items to match the current promotion.

Banners will be clickable and direct visitors to either this product's ordering page or a custom product group page.

[HOME](#)[CATALOG HOME PAGE](#)[BLOG](#)[CONTACT US](#)[RETURN POLICY](#)[LOGIN](#)

## FULL CATALOG

- Chemicals >
- Cleaning Equipment >
- Cleaning Supplies >
- Food Service >
- Hospitality >
- Liners >
- Matting >
- Miscellaneous >
- Paper >
- Receptacles / Trash >
- Safety >
- Skin Care >

Clean Hands Are Healthy Hands,  
and Prevent the Spread of  
Infection at YOUR Facility

[Click Here](#)



Welcome to Our Online Catalog

## FEATURED PRODUCTS



[deb stoko® Deb InstantFOAM® Alcohol Hand Sanitizer](#)  
**DEB-IFS400ML-CS**  
**\$76.08/CS**



[deb stoko® Deb InstantFOAM® Alcohol Hand Sanitizer - 1 L](#)  
**DEB-IFS1L-CS**  
**\$121.42/CS**



[deb stoko® Deb InstantFOAM® Non-Alcohol PURE Hand Sanitizer](#)  
**DEB-55857-CS**  
**\$80.78/CS**



[Deb® 1 L Curve InstantFOAM™ Alcohol Sanitizer Dispenser](#)  
**DEB-91827-EA**  
**\$2.08/EA**



[Deb® InstantFOAM™ Non-Alcohol Foaming Hand Sanitizer](#)  
**DEB-56824-CS**  
**\$82.90/CS**

We know the JM System and work closely with their staff!

Which means this all happens without you having to lift a finger. Let's be real, most of you struggle to keep this amazing tool updated on a regular basis.

**This solves the problem without adding to your workload!**

# Website Landing Pages:

These allow for more information to be given on the product(s) than an email will, plus they give us the ability to display video **without directing the customer to YouTube!**

*Including video in an email campaign can dramatically increase click rates. We've seen this increase be as high as 20%!*



## deb stoko® Refresh™ Azure FOAM Hand Wash Lightly Fragranced Gentle Foam Hand Wash

Where to use:

Washroom areas in offices, education, daycares, public facilities, healthcare and long-term care

[Click to order Azure Foam](#)



- Highly quality silky smooth foam - provides a very pleasant hand washing experience and leaves skin fresh after use
- Pleasantly fragranced foam - universal fresh fragrance is suitable for both males and females
- Contains Glycerin - a skin moisturizer to help improve skin hydration and prevent drying, leaving the skin feeling smooth and firm after use

Lightly perfumed gentle foam hand wash with an universal, fresh fragrance. Contains skin conditioners to improve skin hydration and prevent drying. Green Seal™ Certified. Use dispenser: WRM1LDS.

High quality quick rinsing foam hand wash formula that leaves no residue in sinks. Leaves skin silky smooth after use. Only one dose, .7 mL, is required to provide effective skin cleansing, saving approximately 45% on water consumption.



We convert the video to html and embed it in the code so there will be no sign of YouTube even after the video plays.



# Printed Materials:

You've got options here.  
Flyers, Business Cards, Mini-Catalogs, Tri-Folds, etc.

*Printing & Pricing details are included at the end of this document*

Any of these will make a great "leave behind" for your sales reps.

They can be customized with Sales Rep contact info and even include head shot.

You also will have the freedom to mix and match based on sales rep preference.





**PRECISION  
MARKETING**

*By 88 Graphics, Inc.*

# Pricing

## Campaign Core:

<b>Email Design</b> .....	\$55.00
<b>Analytic Reports</b> .....	Variable
	\$5.00/Rep + \$0.01/Email Contact

## A La Carte Options:

### 8½ x 11 Flyer

<b>Design</b> .....	\$60.00
<b>Prints (No Minimums)</b> .....	\$0.25/Ea
<b>Print Ready File (For Printing Yourself)</b> .....	\$5.00
<b>Add SalesRep Contact Info</b> .....	\$5.00/Rep
<b>Add SalesRep Headshot</b> .....	\$10.00/Rep

### Web Ad Banners

<b>For JM Catalog</b> .....	\$40.00
<b>For Other Site</b> .....	\$60.00

### Website Landing Page

<b>For 88 Graphics Web Customers</b> .....	\$100.00
<b>For Other Site</b> .....	Variable

*Depending on extra time required to edit your site*



# Pricing (Cont.)

## A La Carte Options (Cont.):

### Standard 2 Sided Business Card (Promo on Back)

Design.....	\$30.00
100 Prints.....	\$45.00
250 Prints.....	\$50.00
500 Prints.....	\$60.00
1000 Prints.....	\$70.00

### Tri-Fold Brochures

Design.....	\$120.00
100 Prints.....	\$125.00
250 Prints.....	\$165.00

### Mini JM Catalogs

4 Page Design (including custom cover).....	\$180.00
8 Page Design (including custom cover).....	\$220.00
4 Page Catalog Prints.....	\$1.00/Ea
8 Page Catalog Prints.....	\$1.50/Ea

## Setup Assistance:

Contact List Maintenance.....	\$30.00
Contact List Upload (by MarketGroup & SalesRep).....	\$15.00

# FAQ:

**Q. How do we get our email list out of STEP1?**

**A. Use the Customer (Not Obsolete) View in Query.**

Include these fields: CustmerName, SalesContactFirstName, SalesContactLastName, SalesContactEmailAddress, SalesmanCode, MarketGroup (Save to Excel)

**Q. Can we get marketing funds from our manufacturer to help cover the cost of this program?**

**A. In many cases, YES. Talk to your manufacturer for details.**

**Q. Do we have to include all of our sales reps?**

**A. No, you can include any number of your sales reps and will only be charged for those included in the analytic reports.**

**Q. Which market groups should we focus on?**

**A. We suggest you use STEP1 Dimensions to find your top 5 markets, plus find 2 or 3 others with growth potential.**

**Q. Will the analytics be available online?**

**A. Currently No. We are developing an interactive lead tracking system that will make this data accessible on all devices.**

**Q. When using a Market Strategy do we have to pay for each email design in full?**

**A. Only if each market is getting a completely different email design. In most cases, we can just make subtle changes to cater to each market. We will discuss what these costs are ahead of time.**