

A SMARTER WAY TO MARKET WWW.JANSANGRAPHICS.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...



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® InstantFOAM® Non-Alcohol PURE Hand Sanitizer

Highly effective, perfume and dye-free alcoholbased 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

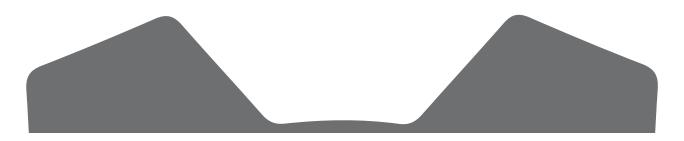


deb stoko® InstantFOAM® Alcohol Hand Sanitizer - 1 L

Highly effective, perfume and dye-free alcoholbased 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, IES11 DS

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)

This Campaign's Overall Sta	ts	Your Precision Marketing Pro	ogram History
Emails Delivered	1354	Overall Open Rate Average	22%
Emails Opened	326	Overall Click Rate Average	14%
Fotal Links Clicked	59		
Jnique User Clicks	41	Total Email Campaigns	15
Open Rate	24%	Total Emails Sent	20,310
Click Rate	13%	Total Emails Opened	4890

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Anderson Frozen Foods	American Plumbing	Brian N	Brian@AmericanPlumbing.com	22%	0%					П					
AndersonSupply Brett A Brett Quantity Anderson Supply.com 1.7% 1.00%<	Ameriscape Supply	Phil E	Phil@AmeriscapeSupply.com	17%	0%	П									
AsthmaTreatmentCenters	Anderson Frozen Foods	Doug Adams	Doug@AndersonFrozenFoods.com	25%	100%	П				П					
AustinsFloorService Michael A Michael@AustinsFloorService.com 25% 0% AttecTransmission Don T Don@AttecTransmission.com 0% 0% BMFloors Allan B Allan@BMFloors.com 25% 100% BBBClearers Josh Y Josh@BBBClearers.com 70% 29% BBGClearers BBIE Peter B Peter@BedermanConstruction.com 0% 0% BobFemer BIII E Bill@BobFemer.com 22% 0% BuffaloarGrill David D David@BuffaloBarGrill.com 60% 67% CalveryLutheranChurch David M David@CalveryLutheranChurch.com 0% 0% ChatsworthFloors Dorothy Z Dorothy@ChatsworthFloors.com 0% 0% ChatsworthFloors Dorothy Z Dorothy@ChatsworthFloors.com 25% 0% ChisseoUnifiedSchoolDistrict Chris D Chris @ChiserSupply.com 43% 100% ChaiserSerntials,LLC Cha de Chaig@Cleanisentials,LLC.com 44% 50% CleaningSupply Steffan T Steffan@Cl	AndersonSupply	Brett A	Brett@AndersonSupply.com	17%	100%										
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CONTACT ACTIVITY RANKING

TOP 10 ACTIVE CONTACTS FOR THIS CAMPAIGN

	COMPANY	CONTACT	EMAIL	Sales Rep	Market
1	Clean Way Professional Janitorial	Steven Mangold	stevem@cwpcs.com	Rep 2	Church
2	Jam Pak LLC	Larry Alderholt	ascpaperprod@eatel.net	Rep 4	Industrial
3	Allston Supply Co., Inc.	Roger	bcohen@allstonsupply.com	Rep 3	Church
4	Athens Janitor Supply Co., Inc.	Jim Chittom	jchittom@athensjanitorsupply.com	Rep 4	Industrial
5	Johnson Paper & Supply Co	Jim Doyle	ijdoyle@johnsonpaper.net	Rep 5	Health
6	Lansing Sanitary Supply Co.	Butch Ellis	butch@Issclean.com	Rep 2	Church
7	UNITED INDUSTRIES	Kirk Miles	kmiles@unitedindustries.net	Rep 4	Industrial
8	ALLEGHENY SUPPLY, INC.	Mike Hoyne	mikeh@alleghenysupply.com	Rep 3	Health
9	Champion Supply	Bruce Johnson	bruce@champion-supply.com	Rep 7	Industrial
10	Clean Innovations	Susan Ungar	sungar@clean-innovations.com	Rep 8	Industrial

ALL-TIME TOP 25 MOST ACTIVE CONTACTS

	COMPANY	CONTACT	EMAIL	Sales Rep	Market
1	C-C Distributing Inc.	Gene Bills	geneb@ccdist.net	Rep 1	Industrial
2	SCHWARZ PAPER CO.	Julie Jones	jjones@schwarzpaper.com	Rep 2	Church
3	Maral Sales & Paper Company	Curtis Alves	curtis@maralsales.com	Rep 4	Industrial
4	District Safety Products, Inc.	Joseph Williams	custserv@districtsafety.com	Rep 7	Health
5	MURPHY SUPPLY COMPANY	James Murphy	jim@murphy-supply.com	Rep 1	Industrial
6	A. G. E. HMA of Miami Corp.	Grisel Mutter	hmaofmiami@bellsouth.net	Rep 6	Auto
7	Diversified Products Supplier Inc.	Phil Pacheco	phil@dpsjanitorsupplies.com	Rep 3	Church
8	E.C. Supply	Greg Catlett	gcatlett@ecsupply.biz	Rep 2	Health
9	AAA Janitorial Supply	Richard Capolino	aaajanitorsupply@aol.com	Rep 5	Church
10	Clean All Supply, Inc.	Joe Millstone	jmillstone@cleanallsupply.com	Rep 5	Industrial
11	Grimsley's Inc	Ellen Wood	ellen@grimsleysinc.com	Rep 8	Health
12	Newport Chemical	Paul Kondrat	paul@newportchemical.com	Rep 8	Health
13	W. Memphis Paper Housekeepers Supply	Jim Skelton	housekeeperssupply@sbcglobal.net	Rep 4	School
14	4-Safety, LLC	David Allie	david@4-safety.com	Rep 4	Industrial
15	Cape Fear Janitorial Supply	Holly Littlell	salescfjs@nc.rr.com	Rep 2	Industrial
16	Empire Equipment & Supply Co., Inc.	Ronald Jones, II	rjj@aboutempire.net	Rep 5	Industrial
17	Hanson Janitorial	Bruce Hanson	bruce@hansonsupply.com	Rep 5	Auto
18	ISD International LLC	Johan Dijkhoffz	info@isdcaribbean.com	Rep 4	Auto
19	Liberty Linen & Sanitary Supply	Mike Saulters	msaulters@gulftel.com	Rep 2	Health
20	Pioneer Products, Inc.	Cynthia Abadie	cva@pioneerproducts.net	Rep 3	Auto
21	R.H. Crown Co., Inc.	Richard	jrjkp@yahoo.com	Rep 1	Church
22	RONSTAN PAPER CO., INC.	William F. LaMorte	bill@ronstanpaper.com	Rep 4	Church
23	A-1 CHEMICAL PRODUCTS	Kyle Goethals	a1chem@aol.com	Rep 2	Health
24	Able Sales & Rents	Ron Howe	ronhowe@activesales.us	Rep 2	Auto
25	Clean Cut Solutions	Rich Raskind	rich@cleancutsolutions.com	Rep 6	Industrial

ACTIVITY BY MARKET

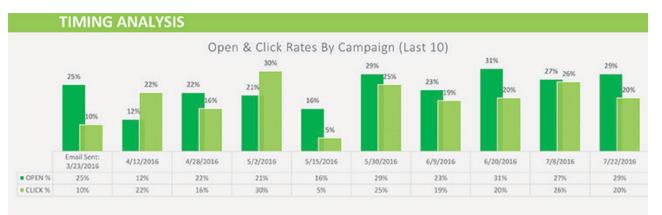
MARKET STATS FOR THIS CAMPAIGN

DER 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

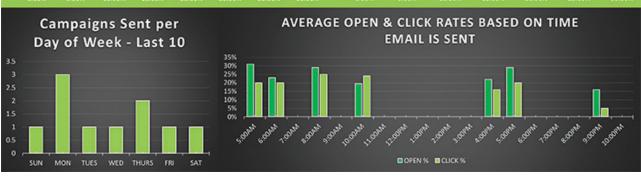
MARKET RANKS ALL-TIME Based on Activity

Industrial
Church
Health
School
Auto

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	Item Category	# of Campaigns
	CHEM	4
	EQUIP	
	PAPER	
	SKIN CARE	
	MATTING	
	OTHER	
	Open Rate	Click Rate
СНЕМ	38%	39%
EQUIP	40%	45%
PAPER	36%	37%
SKIN CARE	35%	33%
MATTING	22%	42%
OTHER	#DIV/0!	#DIV/0!



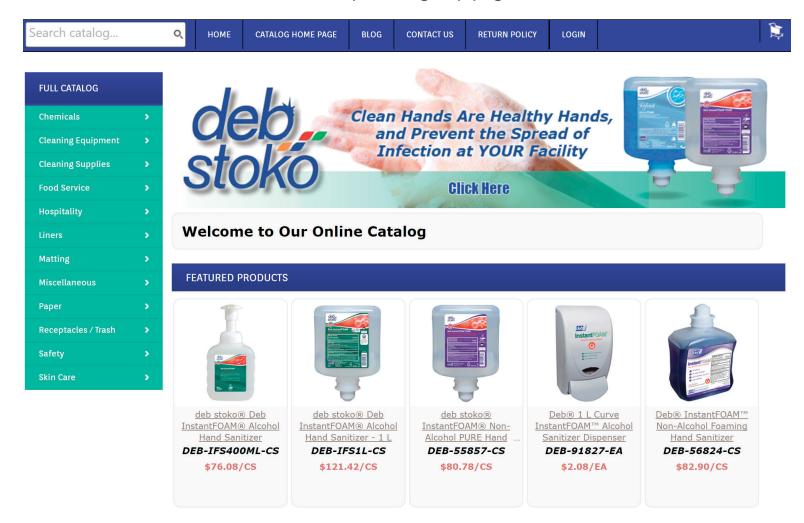




JM Catalog Updates:

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.



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%!





Click to order Azure Foam

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

- 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





Depending on extra time required to edit your site

Pricing

Campaign Core:	
Email Design	\$55.00
Analytic Reports	Variable
	\$5.00/Rep + \$0.01/Email Contact
A La Carte Options:	
8½ x 11 Flyer	
Design	\$60.00
Prints (No Minimums)	\$0.25/Ea
Print Ready File (For Printing Yourself)	\$5.00
Add SalesRep Contact Info	
Add SalesRep Headshot	
Web Ad Banners	
For JM Catalog	\$40.00
For Other Site	
Website Landing Page	
For 88 Graphics Web Customers	\$100.00
For Other Site	



Pricing (Cont.)

A La Carte Options (Cont.):

Standard 2 Sided Business	Card (F	Promo on	Back)
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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.