



PLEASE CHECK-IN

# Strategic Online/Offline Campaigns

Sent to Customers and/or Prospects



What Do I mean by “Online/Offline”?



Online:

Using email marketing software, we send campaigns to your existing email list.



Online:

Using email marketing software, we send campaigns to your existing email list.

Update your JM Catalog each time a campaign is sent.



Online:

Using email marketing software, we send campaigns to your existing email list.

Update your JM Catalog each time a campaign is sent.

Create a landing page on your website.



Offline:

Create printable materials to go with the campaign.



Offline:

Create printable materials to go with the campaign.

Sales Flyers, brochures,  
customized business cards,  
mini booklets, etc.





# E-Marketing:



Many Ways to Use:  
Here are a few examples...



# Product Promotion



# Product Promotion Service Announcements



# Product Promotion Service Announcements Informative



Product Promotion  
Service Announcements  
Informative  
Event Invitation



# Product Promotion



deb  
stoko

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](#)



Can be 1 Product  
or many.



88 GRAPHICS



deb  
stoko

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](#)



Can be 1 Product  
or many.

Even Entire Lines



88 GRAPHICS



**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](#)



Can be 1 Product  
or many.

Even Entire Lines

In either case we  
link to your JM  
Catalog



We have an email design ready to go...

Who do we send it to?



It is easy enough to just send to everyone and when you're first starting out I would recommend you do so.



But as you get further into this you are going to see that a Market Specific Strategy can be more effective.



Market Specific campaigns have up to 10% higher open rates and 5% higher click rates on average.



If you have 1200 email contacts:

Let's say 200 of those are in our target market...





Sending to everyone: 300 opens 15 clicks

Targeted audience: 70 opens 7 clicks





Doesn't look like that helped?!



# Mailchimp's New Free Forever Plan:

If you have less than 2000 email contacts...  
(which most of you do)



You can send up to 12,000 emails for FREE every month.



If we are sending to everyone the maximum allowed under that plan your average number of opens will be around 3000/mth



Average number of Clicks will be around  
150/mth



If we go with a targeted approach our  
number of opens would be closer to  
4200/mth



Clicks around 420/mth!



Blast Everyone

OPENS 3000

CLICKS 150

Market Specific

OPENS 4200

CLICKS 420





Blast Everyone

Market Specific

OPENS 3000

OPENS 4200

CLICKS 150

CLICKS 420

Nevermind, That is better!



Gaining an additional 270 clicks in  
a month is great...



But getting 420 clicks that are pre-qualified leads is AWESOME!



Back to the our email...

I chose this product because you likely have more than a couple markets that buy these products.



The advertisement features the deb stoko logo at the top left. To its right is an image of two hands being washed with white foam. Further right are two large, white, wall-mounted dispensers: one for "Kisfresh" and one for "deb stoko". Below this header is the text "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](#)

Two white, wall-mounted dispensers are shown. The one on the left is labeled "deb stoko InstantFOAM Pure" and the one on the right is labeled "deb stoko InstantFOAM". Both have a pump mechanism at the bottom.

You don't have to reinvent the wheel each time you want to send to a different market.

You can modify a phrase or 2 to direct the email toward a different market and you're good to go.



Email was sent, Stats are in, Now what?



# Analytic Reports:



As great as it is that we can see who opened an email that we sent and even more great that we can see who of those clicked on something.





Being the “Stat Guy” that I am, that was nowhere near enough for me!



I needed to take it further...

I wanted to know more about the people who were interacting with the emails...



I came up with a way that we can take the Open/Click reports that the email software provides and break them down...



by Sales Rep



by Sales Rep

by Market Group



by Sales Rep

by Market Group

by Item Category





Date Sent: Wednesday, March 23, 2016

Last 10 Campaigns		WEBSITE	FEATURED ITEM	VIDEO	PDF DOWNLOAD	EMAIL				
Open Rate	Click Rate									
0%	0%									
25%	100%		█		█					
70%	14%									
0%	0%									
60%	100%			█	█					
33%	33%			█						
17%	0%									
25%	0%									
0%	0%									
0%	0%									
25%	0%									
0%	0%									
0%	0%									
70%	0%									
0%	0%									
33%	33%			█						
17%	0%									
25%	0%									
14%	100%	█								
0%	0%									
25%	0%									
17%	100%									

Also shows if they clicked and what they clicked on.





Shows Open/Clicks for each contact on the last 10 campaigns

Last 10 Campaigns		WEBSITE	FEATURED ITEM	VIDEO	PDF DOWNLOAD	EMAIL		
Open Rate	Click Rate							
0%	0%							
25%	100%		█		█			
70%	14%							
0%	0%							
60%	100%			█	█			
33%	33%			█				
17%	0%							
25%	0%							
0%	0%							
0%	0%							
25%	0%							
0%	0%							
0%	0%							
70%	0%							
0%	0%							
33%	33%			█				
17%	0%							
25%	0%							
14%	100%	█						
0%	0%							
25%	0%							
17%	100%							



The Sales Manager gets a similar lead sheet that shows all opens and clicks for all reps



DEMO ANALYTICS w/ Contact Trends

THIS REPORT WOULD BE FOR SALES MANAGER

Date Sent: Wednesday, March 23, 2016

This Campaign's Overall Stats		Your Precision Marketing Program History	
Emails Delivered	1354	Overall Open Rate Average	22%
Emails Opened	326	Overall Click Rate Average	14%
Total Links Clicked	59		
Unique User Clicks	41	Total Email Campaigns	15
Open Rate	24%	Total Emails Sent	20,310
Click Rate	13%	Total Emails Opened	4890
# of Contacts who clicked on multiple links	8	Total Unique Clicks	615

Company	Contact Name	Email Address	Last 10 Campaigns	
			Open Rate	Click Rate
Abes Saddle Bridal	Vic R	Vic@AbesSaddleBridal.com	71%	40%
American Plumbing	Brian N	Brian@AmericanPlumbing.com	22%	0%
Americascape Supply	Phil E	Phil@AmericascapeSupply.com	17%	0%
Anderson Frozen Foods	Doug Adams	Doug@AndersonFrozenFoods.com	25%	100%
AndersonSupply	Brett A	Brett@AndersonSupply.com	17%	100%
AsthmaTreatmentCenters	Ross J	Ross@AsthmaTreatmentCenters.com	0%	0%
AustinsFloorService	Michael A	Michael@AustinsFloorService.com	25%	0%
AztecTransmission	Don T	Don@AztecTransmission.com	0%	0%
BMFloors	Allan B	Allan@BMFloors.com	25%	100%
BBBCleaners	Josh Y	Josh@BBBCleaners.com	70%	29%
BiedermanConstruction	Peter B	Peter@BiedermanConstruction.com	0%	0%
BobFemer	Bill E	Bill@BobFemer.com	22%	0%
BowtieExpress	Doug H	Doug@BowtieExpress.com	33%	50%
BuffaloBarGrill	David D	David@BuffaloBarGrill.com	60%	67%
CalveryLutheranChurch	David M	David@CalveryLutheranChurch.com	0%	0%
ChatsworthFloors	Dorothy Z	Dorothy@ChatsworthFloors.com	0%	0%
ChicagoUnifiedSchoolDistrict	Chris D	Chris@ChicagoUnifiedSchoolDistrict.com	25%	0%
ChisterSupply	Morrie P	Morrie@ChisterSupply.com	43%	100%
CleanEssentials,LLC	Chad B	Chad@CleanEssentials,LLC.com	44%	50%
CleaningPad	Harold Selinski	Harold@CleaningPad.com	43%	67%
CleaningSupply	Steffan T	Steffan@CleaningSupply.com	25%	0%
CleaningSystems	Rick S	Rick@CleaningSystems.com	0%	0%
CostelloCleaning	Jason R	Jason@CostelloCleaning.com	0%	0%
CouchCleaning	John M	John@CouchCleaning.com	25%	0%
CrownMolding	Dave M	Dave@CrownMolding.com	0%	0%
DairyPrincessClub	Mimmi A	Mimmi@DairyPrincessClub.com	25%	100%
DameEdithsMassageParlor	Chris M	Chris@DameEdithsMassageParlor.com	70%	14%
DesignedforDirt	Keith R	Keith@DesignedforDirt.com	0%	0%
DesperateBuildingServices	Bill Y	Bill@DesperateBuildingServices.com	60%	100%
DingmansSportingGoods	Nancy P	Nancy@DingmansSportingGoods.com	33%	33%
DirectServiceInc	Lloyd B	Lloyd@DirectServiceInc.com	17%	0%
DreammakerSponge	John A	John@DreammakerSponge.com	25%	0%
EmerilBodaciousBBQ	Brian H	Brian@EmerilBodaciousBBQ.com	0%	0%
ErraticFloorSponges	Gene M	Gene@ErraticFloorSponges.com	0%	0%
FinestFloorCare	Tim F	Tim@FinestFloorCare.com	25%	0%
FishersMooseLodge	Larry D	Larry@FishersMooseLodge.com	0%	0%
FreshStartsCleaning	Donna K	Donna@FreshStartsCleaning.com	0%	0%
GoodmanFloorCare	Don G	Don@GoodmanFloorCare.com	70%	0%
GroutSolutions	Chris V	Chris@GroutSolutions.com	0%	0%

	34	15	29	10	1	0	0	0	0	0	0	0	0	0
	WEBSITE	FEATURED ITEM	VIDEO	PDF DOWNLOAD	EMAIL									
Abes Saddle Bridal														
American Plumbing														
Americascape Supply														
Anderson Frozen Foods														
AndersonSupply														
AsthmaTreatmentCenters														
AustinsFloorService														
AztecTransmission														
BMFloors														
BBBCleaners														
BiedermanConstruction														
BobFemer														
BowtieExpress														
BuffaloBarGrill														
CalveryLutheranChurch														
ChatsworthFloors														
ChicagoUnifiedSchoolDistrict														
ChisterSupply														
CleanEssentials,LLC														
CleaningPad														
CleaningSupply														
CleaningSystems														
CostelloCleaning														
CouchCleaning														
CrownMolding														
DairyPrincessClub														
DameEdithsMassageParlor														
DesignedforDirt														
DesperateBuildingServices														
DingmansSportingGoods														
DirectServiceInc														
DreammakerSponge														
EmerilBodaciousBBQ														
ErraticFloorSponges														
FinestFloorCare														
FishersMooseLodge														
FreshStartsCleaning														
GoodmanFloorCare														
GroutSolutions														





## 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@lssc.com	Rep 2	Church
7	UNITED INDUSTRIES	Kirk Miles	kmiles@unitedindustries.net	Rep 4	Industrial
8	ALLEGHENY SUPPLY, INC.	Mike Hoynes	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@ccdistrib.com	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	housekeepersupply@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	jrjcp@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

(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

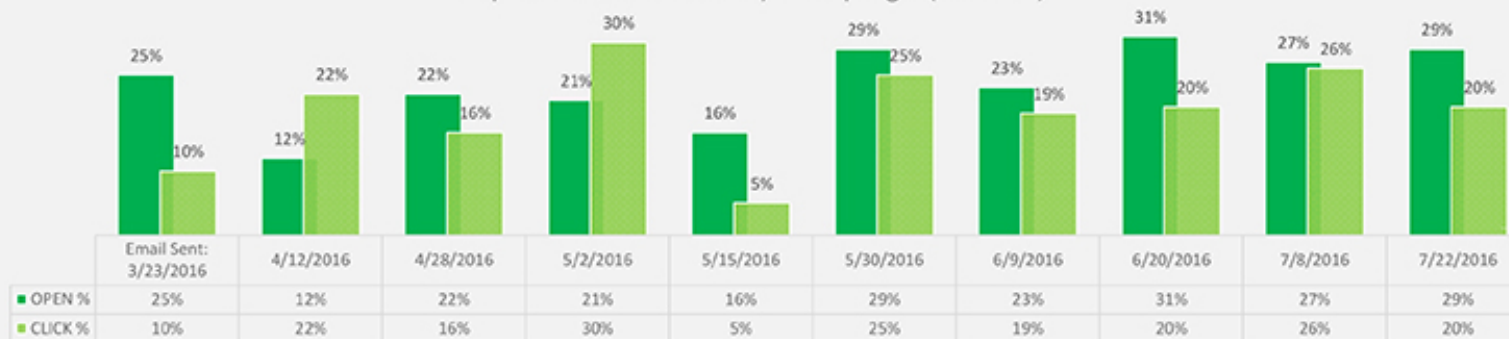
	Open Rate	Click Rate
CHEM	38%	39%
EQUIP	40%	45%
PAPER	36%	37%
SKIN CARE	35%	33%
MATTING	22%	42%
OTHER	#DIV/0!	#DIV/0!



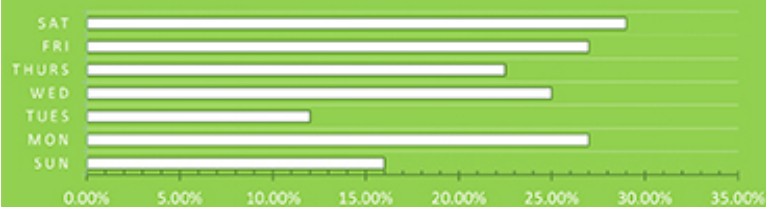


## TIMING ANALYSIS

### Open & Click Rates By Campaign (Last 10)



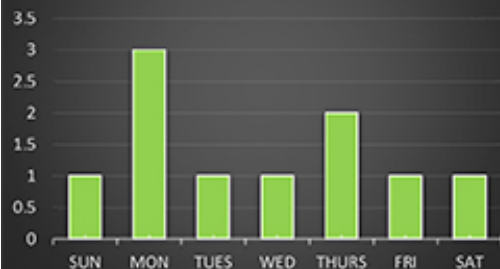
### AVERAGE OPEN RATE BY DAY OF WEEK



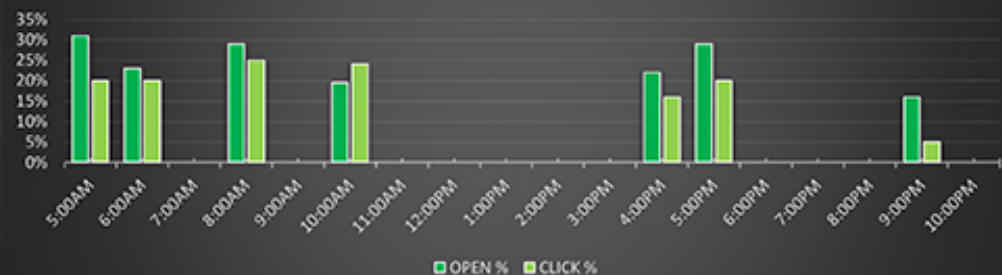
### AVERAGE CLICK RATE BY DAY OF WEEK



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



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



Over time we can start better predicting who to send what, and when to send it.



Optional additions to a campaign...





# JM Catalog:



You ALL struggle keeping your JM Catalog updated.



This can be an easy way for you to keep it fresh and updated.

**deb  
stoko**

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

[Click Here](#)



You can add a matching web banner to your JM Catalog

Search catalog...

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 >

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

[Click Here](#)

Welcome to Our Online Catalog

FEATURED PRODUCTS

- Microfiber & More Clean Water Mop System Kit
- Microfiber & More Complete Pad Cleaning Custom
- Scotch-Brite® Purple Diamond Floor Pad Plus 20"
- Hillyard Super Shine-All® - Gal.
- Hillyard Trilogy® Top Shape® Floor Polish - Gal.



They are  
clickable to  
move the user  
to the ordering  
page.

Search catalog... 

[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 >](#)

Catalog : [Skin Care](#) : [Sanitizers](#)

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



[Specification Sheet](#)

[SDS Sheet](#)

**ITEM # DEB-55857-CS**

Non-alcohol based foam hand sanitizer is dye-free and perfume-free with moisturizers. Use without water to kill 99.99% of many common germs in 30 seconds. NSF E-3 Registered. Use dispenser: SAN1LDS, IFS1LDS. Superior formulation provides effective sanitizing without drying out the skin. Contains skin conditioners that leaves hands feeling soft and supple.

1 L Cartridge, 6/cs

*Alternate #55857*

Quantity:

Price: \$80.78/CS

 Add To Cart





Or a group of items.

Search catalog...

HOME CATALOG HOME PAGE BLOG CONTACT US RETURN POLICY LOGIN






FULL CATALOG

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

### Catalog Search

Search Results for "instantfoam"

List Grid

				
<p>deb stoko® Deb InstantFOAM® Alcohol Hand Sanitizer <b>DEB-IFS400ML-CS</b> \$76.08/CS</p>	<p>deb stoko® Deb InstantFOAM® Alcohol Hand Sanitizer - 1 L <b>DEB-IFS1L-CS</b> \$121.42/CS</p>	<p>deb stoko® InstantFOAM® Non-Alcohol PURE Hand ... <b>DEB-55857-CS</b> \$80.78/CS</p>	<p>Deb® 1 L Curve InstantFOAM™ Alcohol Sanitizer Dispenser <b>DEB-91827-EA</b> \$2.08/EA</p>	<p>Deb® InstantFOAM™ Non-Alcohol Foaming Hand Sanitizer <b>DEB-56824-CS</b> \$82.90/CS</p>



They go live at the same time the email is sent



Now we have expanded the reach of the campaign!





Flyer Handouts:



- Designed to match email



**Refresh™ Azure FOAM  
Hand Wash**

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



**InstantFOAM® PURE  
Non-Alcohol  
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.



- Designed to match email
- Can be printed as needed



**Refresh™ Azure FOAM  
Hand Wash**

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



**InstantFOAM® PURE  
Non-Alcohol  
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.



- Designed to match email
- Can be printed as needed
- Add Sales Rep Info



**Refresh™ Azure FOAM  
Hand Wash**

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



**InstantFOAM® PURE  
Non-Alcohol  
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.



- Designed to match email
- Can be printed as needed
- Add Sales Rep Info
- Add Sales Rep Photo



**Refresh™ Azure FOAM  
Hand Wash**

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



**InstantFOAM® PURE  
Non-Alcohol  
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.





Landing Pages:



These are generally used for campaigns where a lot of info needs to be conveyed



Or Videos are being used





# Unlimited Content

deb  
stoko



deb  
stoko

## 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.



88 GRAPHICS

# Unlimited Content

# Links to JM Catalog

The logo for deb stoko, with 'deb' in blue and 'stoko' in blue with a colorful swoosh above the 'o'.The logo for deb stoko, with 'deb' in blue and 'stoko' in blue with a colorful swoosh above the 'o'.

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

[Click to order Azure Foam](#)



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.

The logo for 88 GRAPHICS, featuring the number '88' in a stylized green font and the word 'GRAPHICS' in a grey, bold font.

More Content Area

Links to JM Catalog

Can Display Video

deb  
stoko



deb  
stoko

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

[Click to order Azure Foam](#)



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.



88 GRAPHICS

Plus the added benefit of increased traffic on your website which is going to help your SEO





# Getting Started:



# 1. Setup your email software account



1. Setup your email software account
2. Get your mailing list out of STEP1



1. Setup your email software account
2. Get your mailing list out of STEP1
3. Audit the list for bounce causing issues





1. Setup your email software account
2. Get your mailing list out of STEP1
3. Audit the list for bounce causing issues
4. Upload the list to mailing software



1. Setup your email software account
- 2. Get your mailing list out of STEP1**
3. Audit the list for bounce causing issues
4. Upload the list to mailing software



Getting the List out of STEP1...

Open Query Module

Choose the “Customers (Not Obsolete)” View



Check the following fields:

CustomerName

SalesContactFirstName

SalesContactLastName

SalesContactEmailAddress

SalesmanCode

MarketGroup



Save to Excel and send

