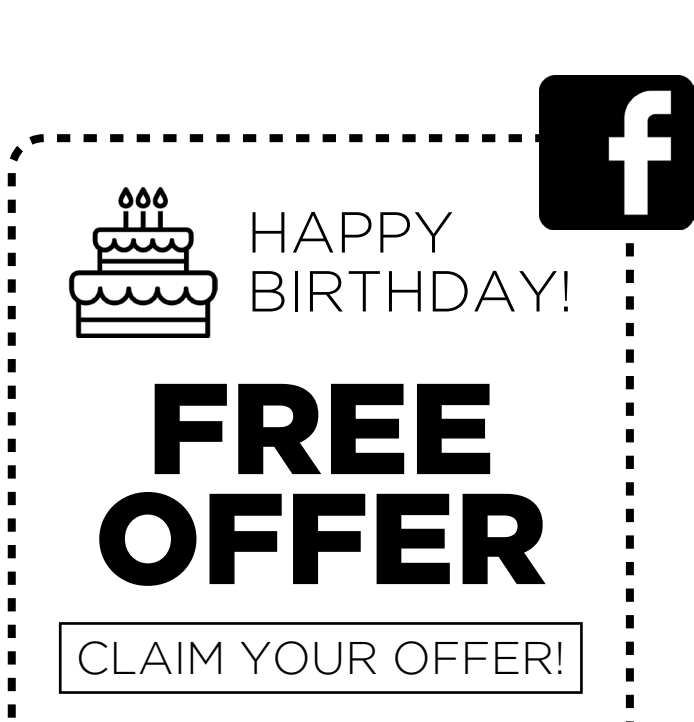




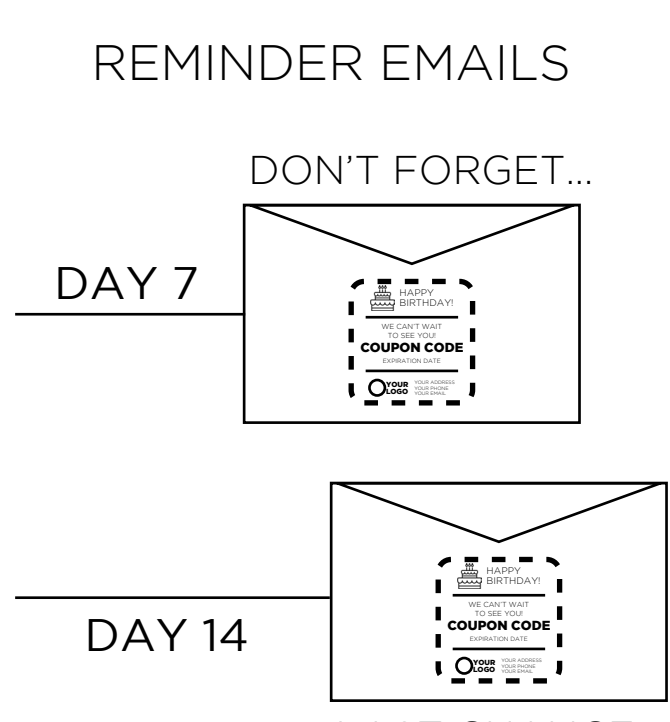
We target only those people who live and work near your business who have an upcoming birthday within the next 7 days. That means a new audience of birthday customers cycle in each week who can take advantage of your amazing birthday offer.



The opt-in page is key. It's where you and your potential client exchange value. They provide their contact information and you provide the coupon or offer code. This is why your offer has to be irresistible. The prospect has to be willing to trade their info for your offer. So make it count!



We'll use the thank you email to re-iterate the information on the thank you page--reminding your birthday leads to redeem your amazing offer by the expiration date. We will get them excited about coming in and even create a secondary offer for their friends and family. The more the merrier!



A properly executed birthday marketing campaign won't drive just the birthday customer to your business, but also entice them to invite their friends and family. This is the secret sauce! For example, a BOGO (buy-on-get-one) offer mandates the birthday customer bring an additional customer. This helps make up for the expense of the free birthday customer. But on birthdays, people go big! So start reaping the benefits of groups looking to spend on the celebration!



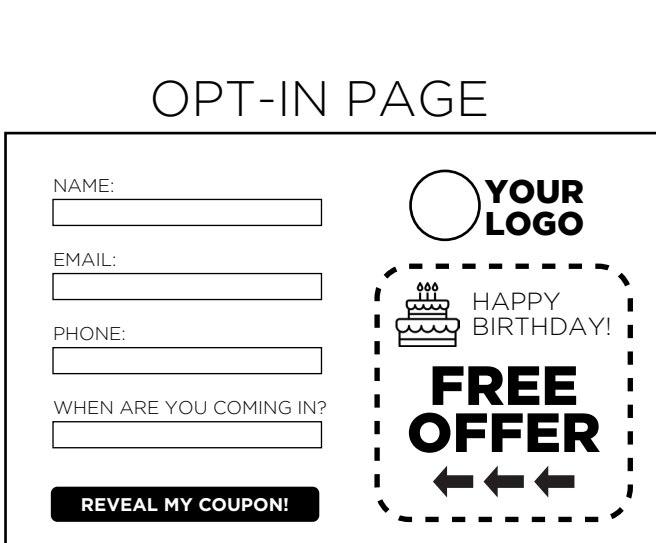
The most important stage of this campaign actually starts right now. A well-planned nurture campaign is the most lucrative of all campaigns. Sure it's nice to get the customer in the door on the initial birthday offer. But the lifetime value of the lead that the birthday offer created is worth exponentially more. A solid email nurture campaign will bring you more revenue than any single event. This is how you keep them coming back for more.



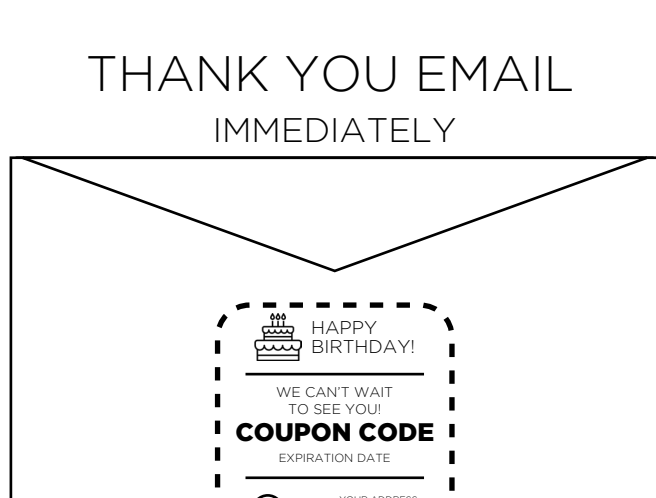
We start with the best type of customer for a business. People celebrating a birthday. Why? Because people spend irrationally on their birthdays. Budgets go out the window and they want to celebrate by getting out of the house (especially this year). They spend exponentially more on dinners, dates, trips, vacations, pampering, you name it.



We create an irresistible birthday that drives them to your custom opt-in page. The offer can't be any regular offer. It has to be awesome. If you can, make it a BOGO (buy-one-get-one) so they have to bring a guest or actually spend money to get it. That way you can make-up for your give-away and hopefully increase their average order value.



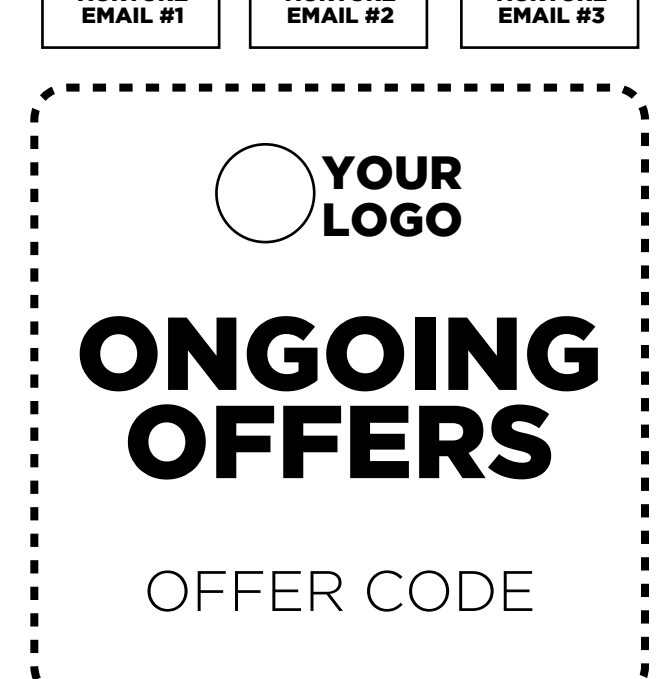
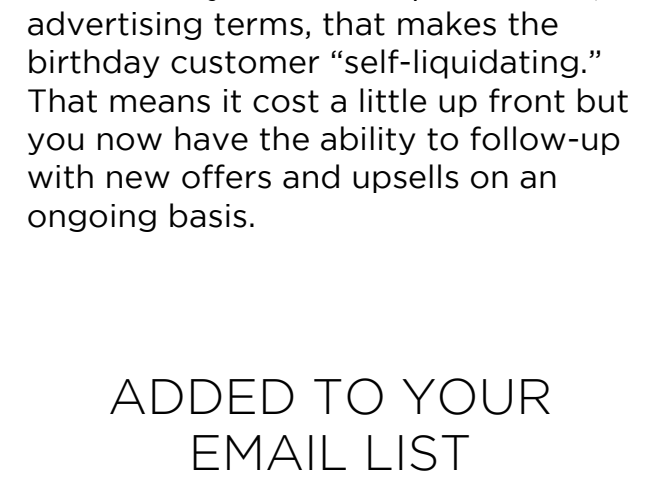
Once the prospect opts-in, they officially become a lead! They will immediately be shown the coupon code for your offer on this thank you page. We'll also use this opportunity to remind them that this is a limited time offer and to be sure to redeem their offer prior to its expiration. You will receive a report with the lead information on a monthly basis.



After the thank you email goes out, we'll wait a few days and automatically send a follow-up email reminding them they're running out of time. We will again wait a period of time then automatically send a final reminder email prior to their expiration driving them to your business.



There is always the chance that the birthday customer will complete the opt-in form, receive the offer code but not redeem the offer at your business. Good news! You now have their contact information and can add them to your regular email marketing campaigns. (Let us know if you need help with that!) In advertising terms, that makes the birthday customer "self-liquidating." That means it cost a little up front but you now have the ability to follow-up with new offers and upsells on an ongoing basis.



And of course, now you know your lead's birthday so you can send them a custom offer from your email marketing platform every year.

Ps. They'll also see your Facebook ad again next year on their birthday week!