

# DOES YOUR LOCAL MARKETING NEED A LITTLE SPICE?



1120 Beaver Creek Common Dr  
Apex, North Carolina

"...in each of the last two months we've collected between 80-100 coupons per month. I estimate an incremental sales value of \$20 to each table using a coupon...Town Planner coupons have given us around \$1,800 in incremental sales per month, or a total of approximately \$3,600.

If you apply that to a full year of advertising, we can probably expect the investment of \$2,540 to bring in over \$20,000 of incremental revenue. That is an unbeatable return on investment.

I can whole-heartedly recommend a sponsorship in the Town Planner to other businesses and look forward to continuing with success we have already experienced."

**Tom Gerdes**  
General Manager, Chili's



and

## TOWN PLANNER<sup>®</sup>

Your Community Calendar<sup>™</sup>

**"...an unbeatable  
return on investment."**

*Tom Gerdes, Chili's General Manager  
Apex, North Carolina*

**89%** of families  
nationwide

*Plan to use their Town Planner Coupons This Year!*

Based on 13,669 responses to 2013 Online Survey at [www.townplanner.com](http://www.townplanner.com)

# TOWN PLANNER<sup>®</sup>

Your Community Calendar<sup>™</sup>

[www.townplanner.com](http://www.townplanner.com)

Tested. Proven. Effective.



*"Brand marketing is the method and the means by which you propel your business into the public consciousness. While the world of business has changed by leaps and bounds, the basic principles of brand marketing have remained the same."*

*Laura Lake, Branding Basics*

The essential elements of successful marketing are **branding, visibility and shelf life**. Town Planner provides these vital marketing ingredients in a program that is attractive, affordable and effective.

**Branding.** The first stage of branding is the point at which your name and reputation begins to become imprinted in the public's mind. Achieving top of mind awareness means consumers will think of your business first, instead of your competitors. A daily presence in front of local residents will more quickly build your "personal identity" in the community.

**Visibility and Shelf Life.** Businesses throughout the country are leveraging the value of being "on display, everyday." Displaying your message in local homes is a valuable tool in attracting new customers and keeping current customers coming back. Town Planner positions you with important local community information that the families in your market want. Surveys by independent marketing research firms, such as Vera-Fast, show that on average better than 2 out of 3 families that receive a Town Planner Calendar hang it up in their homes and use it on a regular basis all year long.

Since 1987 families have come to trust and rely on Town Planner to keep them informed about things going on in their community. Families have also come to trust the businesses that support this valuable community resource and that's a great position for you to enhance your name brand and build your business.

*"...investment of \$2,540 to bring in over \$20,000 of incremental revenue..."*

*Tom Gerdes, Chili's General Manager  
Apex, North Carolina*



Local Publisher Information

