

Up to
30%
Redemption
Rate for
Mobile
Coupons!

CMS *Text*

Your Message in the Palm of Customers Hands!®



Introduction to Sysco Marketing Associates

- Instantly **increase customer traffic** and **build your customer database**
- An easy way to **create and send coupons** to customers' cell phones whenever you want
- **Increase traffic!** Redemption of mobile coupons is **10-30%** (compared to less than 1% redemption of paper coupons)
- **No-contract**, month-to-month plans
- **Drive** takeout sales, **increase** gift card sales, plan mobile coupons to coincide with holidays or other special events
- **98%** of text messages are read (compared to only 20.7% of emails)
- An estimated **123 billion text messages** are **sent every month** in the U.S.

Good things
come from
Sysco
iCare

For more information
visit us online today at
www.CMSText.net and enter
Promo Code 19812008. Contact
Conrad Carney at (859) 983-2604 or
by email at ccarney@cmstext.com

CMSText... your message in the
palm of customers hands

SYSKO FOOD SERVICE SPECIAL

\$249^{.95} *Save 20%!*
(Off Standard Pricing)

Includes

3 Months of Fully-Managed Service • Includes Account Activation and Set-Up • 1,000 Initial Text Messages to Customers
Only \$39.95/Month After Initial 3 Months with NO Contract Required!

CMS Text

Your Message in the Palm of Customers Hands!®

Talking Points to Help Introduce Your Customers to the Benefits of Mobile Marketing

"It's been a simple and inexpensive way for us to increase business. Creating and sending out new mobile coupons is extremely easy, and our customers have had great things to say about the convenience and value offered."

Bobby Murray, owner of historic Merrick Inn and CMS Text customer

- Mobile Marketing is inexpensive
- Mobile Marketing delivers results that generate additional revenue
- No Contracts – Month to Month Plans
- 21 - 49 year olds do 73% of all the texting (it's not just teenagers)
- 40 - 55 year olds are the fast growing demographic that is texting
- CMS Text customers spend on average \$149/mo. and receive between \$1,600-\$2,400 in additional revenue monthly, directly from mobile coupons
- By following the CMS Text Gameplan- Clients are getting on average 250 clients in their database a week
- Adding mobile to the existing marketing strategies (such as email) will increase the restaurant's traffic — 98% of Text messages are read versus 21% of emails
- Launch a food or other special using CMS Text in seconds compared to taking days or even weeks to run an ad in the paper or produce a paper coupon for distribution
- CMS Text offers Local Support in addition to centralized PartnerCare and ManageCare Departments that is with your client all the way!



How CMS Text Works to Make Your Mobile Marketing Campaign a Success

At CMS Text, we understand the importance of starting your mobile marketing campaign off on "the right foot". The first few months of your campaign are critical to insuring its ongoing success at driving additional traffic to your business. That's why CMS Text offers a "fully-managed, we take care of everything" solution during this crucial time, followed by additional care options.



Fully Managed: During the first 90 days, our team of experienced mobile marketing professionals will work with you hand-in-hand to develop and implement a mobile marketing campaign designed specifically for your business. During this time you will build/enhance your customer database, send messages and quantify results.

ManageCare: After 90 days you can choose to continue with a fully-managed solution for a low, nominal cost. CMS Text will continue to work with you in refining, managing and tracking your mobile marketing campaign.

ManageCare is dedicated to seeing your marketing through with minimal work on your part.

PartnerCare: Or, if you choose to manage your mobile marketing campaign yourself, help is always just a phone call away! While most call this "customer service," at CMS Text we refer to it as Partner Care because of the partnership we build with each and every one of our customers.

Why CMS Text?

- ☑ Increase the Frequency of your Customers coming back to your restaurant
- ☑ Inexpensive advertising and marketing tool
- ☑ 98% of your customers will read your message
- ☑ 10-30% redemption rate with mobile coupons
- ☑ CMS Text provides exclusive concierge service called Managed Care
- ☑ No Contract, Month to Month agreements