

# B-to-B Programs

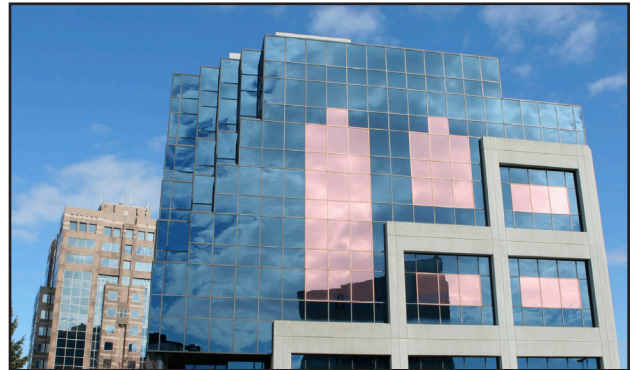
Get quality business traffic for lunch, catering and corporate events

When most people think of targeting businesses, they naturally focus marketing to employees to increase lunch traffic. However often overlooked are other avenues of revenue that targeting businesses can generate. Employees of business can generate much more than just *lunch*. Breakfast on the way into the office, happy hour, or picking up dinner on the way home are just some of the additional opportunities that are often missed. Of course the businesses themselves should also be targeted for catering and corporate events.

ADM Marketing hits both **small and large businesses employees and corporate decision makers** for a 1-2 punch that our competitors cannot match:

## Why...

- 1) **Small businesses can mean big bucks.** Making up more than half of all business persons in the Nation, small businesses cannot be ignored. In fact, small businesses are more likely to bring food in for their employees as time constraints and deadlines are the focus. Also, with ADM Marketing proprietary selections, we make sure to hit real small businesses and not the home-based variety.
- 2) **Target individual employees at big businesses for just pennies a piece.** We send out individual offers for every employee based on what our customers want to promote. Be it increasing lunch traffic, to breakfast take-out, to car-side pick-ups.
- 3) **Reach large business big-wigs for catering and corporate event opportunities.** Our business mailers are a great way for our customers to get their best pitch in front of corporate decision makers. Everything from professionally designed one-sheets, to complete menus can be included to show you are the best choice for catering everything from a Christmas party to sales meetings.



With **every piece custom designed** for the needs of each client, low production minimums and the ability to **target both small and large businesses**, around all of your locations, ADM Marketing's suite of B-to-B programs are the answer to converting business potential into great business.

# What does ADM Marketing do differently?

Our business programs address your unique needs

We believe that our business-to-business marketing service should be entirely about your specific business needs and all about your brand.

1.) All creative is **custom designed** for you, addressing your business goals

- Promote lunches, dinners, Applebee's Anywhere™ catering, Happy Hour, Take-out and Carside To Go™
- Promote only specific days or day-parts. Promote new menu items or new store openings.

2.) Separate mailers designed to reach into **large and small businesses** respectively.

• **Small Business Mailers** focus on companies with less than 20 employees

- Self-mailer of 8"x18" tri-fold with up to 8 credit card size offer cards

• **Large Business Mailers** focus on companies with more than 20 employees

- Up to 5 custom designed pieces typically including 9"x12" Envelope, Cover Letter, Flyer, Buckslip, and Offer slips

3.) Very **low minimums** and **flexible volume based pricing** allows you to react to specific business needs

- We are able to **manage multiple locations** for price savings, provided the creative & timing is shared

4.) Where possible, we **track the responding employees** and enter their data into your house database

5.) Pricing includes all creative, printing, lists, data & mailing processes and postage

