



## Where Marketing and Technology Meet

**105 East 5th Street, 5th Floor  
Kansas City, Missouri 64106**

**Phone: 877.307.7058**

**Fax: 816.777.0688**

**[www.silverstreammarketing.com](http://www.silverstreammarketing.com)**

**Marketing Intelligence**

**Direct Response**

**Loyalty Marketing**

**Online Marketing**

# **Break through today's marketing clutter and build *loyal customer relationships.***

**Have you ever wondered why some marketing efforts work and some don't?** It can be boiled down to targeting the right audience and delivering a message that is unique, purposeful and valuable. Even more important is how you connect with that audience once they become customers. You spent the money to get them in the door, now what?

Silver Stream Marketing helps you attract new customers and turn them into vocal cheerleaders for your business. We combine technology with proven marketing know-how to give you the best return on investment.



# Marketing Intelligence

Would you like to know what motivates your customers and how they spend their time and money?

Today's best companies invest thousands of dollars on marketing intelligence and targeted mailing lists.

Now YOU can have that same information, at a fraction of the price.

*I found the tools and information on Restaurantpartner.com to be extremely helpful, especially the Market Analysis and Consumer Intelligence reports. It is invaluable information we simply can't get anywhere else at that price."*

- Adrian Hembree, New York Pizzeria



Breakthrough marketing begins with knowing your market area and understanding your customers. What are the demographics and economics? What do your customers do in their free time? How do they make buying decisions? All these questions can be answered... without spending a fortune.

Market Analyzer provides easy-to-understand marketing intelligence whenever you want. No Searching, No Waiting and No Hassle. Simply enter an address, choose a radius and select your report. Information is compiled and delivered to your inbox within 24 hours.

### Market Analyzer is designed for:

- Restaurants and Bars
- Fitness Centers
- Travel and Tourism
- Grocery Stores
- Drycleaners
- Clothing Stores
- Jewelers
- Financial Planners
- Realtors
- Lawn and Home Services
- Automotive Centers
- Marketing Firms
- Media Buyers
- Mail Order
- Food / Beverage Distributors
- Online Retailers
- Salons and Spas
- Associations
- Golf and Tennis Resorts
- Retailers
- Convenience Stores

### Turn Marketing Intelligence into Marketing Targets

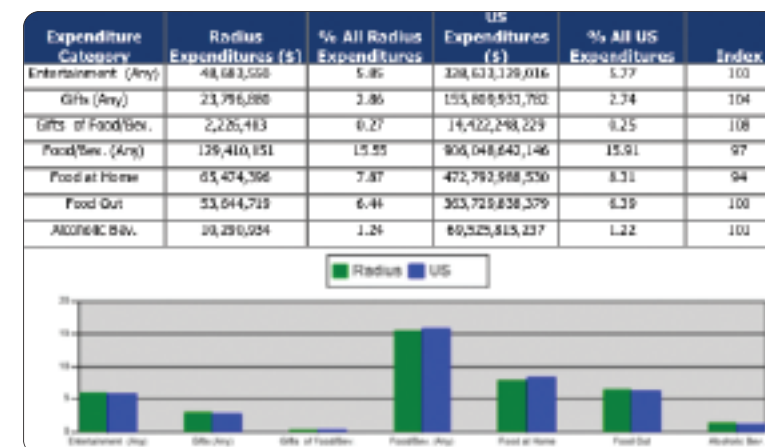
Market Analyzer not only provides information on the market conditions and consumers in your area, it also allows you to turn that information into valuable mailing lists.

**For example,** suppose you own a Mexican restaurant and want to target people who prefer to dine at Mexican restaurants. Market Analyzer will provide you with the number of people in your chosen radius that prefer Mexican restaurants and then allow you to purchase a mailing list to target those specific customers!

*Below: Market Analyzer reports are easy-to-understand and include comparisons of your selected area against national averages. Targeted mailing lists are also available for data contained in the reports.*

### Available Reports Include:

- Food Consumption
- Beer Consumption
- Wine Consumption
- Distilled Spirit Consumption
- Beverage Consumption
- Tobacco Consumption
- Credit Card Purchases
- Health and Fitness Activities
- Auto Service Oil, Lube, Tire
- eCommerce / Internet / Mobile Marketing
- Clothing Purchases – Men
- Clothing Purchases – Women
- Fine Jewelry and Watches
- Retail Purchases
- Personal Views and Lifestyle Changes
- Political – Lifestyle – Personal Views
- Landscaping, Yard and Home Services
- Travel and Tourism – Flights
- Travel and Tourism – Activities
- Travel and Tourism – Destinations
- Media Preferences – Radio
- Media Preferences – Print
- Media Preferences – TV
- Consumer Purchasing and Coupon Usage
- Loyalty Program Membership
- Health Lifestyle and Personal Views
- Entertainment
- Media and Advertising Views
- Tennis / Golf Purchasing and Participation



## Direct Response

### Marketing without Measurement = Waste.

Why spend thousands of dollars on marketing that can't be measured or doesn't focus on your most likely customers? Direct response marketing allows you to reach a targeted audience with a specific message. Best of all, you can easily measure results.

*"Kudos to Silver Stream Marketing. You have a talented team and have been extremely attentive to my needs. Thanks for going above and beyond."*

- Gunter Woodson, Austin's Pizza

## Direct Mail

**Target marketing works.** Reach the exact customers you want with our online Direct Mail Center. Choose from hundreds of professionally designed postcard templates or design one from scratch. Right from your computer – you can Design, Print and Mail within 24 hours. The user friendly design tool and step-by-step process makes direct mail easy and affordable.

**You're not alone.** We provide complete customer service and technical support along with creative design and campaign management. You can choose to "do-it-yourself" or let us take the wheel and do it all for you.



## E-mail Marketing

**E-mail marketing providers are a dime-a-dozen. What makes us different?**

Trusted service, support and the ability to integrate e-mail marketing with your website or customer loyalty program.

### Our E-mail Marketing Services Include:

- One-time blasts
- Scheduled Campaigns
- Surveys
- Newsletters
- Trigger E-mails
- Automated E-mails
- Database Management
- Creative Design
- Reporting

*(Right) This promotion was designed to introduce the new online store for Austin's Pizza in conjunction with a full e-mail marketing campaign.*



# Loyalty Marketing

**How do you reduce advertising expenses while gaining sales and profit? You focus on *existing customers*.**

**Studies prove that customers who belong to a loyalty program buy twice as often and spend four times more than those who don't.**

*Silver Stream Marketing is an excellent marketing company. They listen to clients and assist in creating an effective strategy in order to exceed high expectations.*

Jeffrey Muchnik – RedBox Tools, Inc.



Intelligent Customer Marketing

Imagine that each of your customers arrived wearing a price tag that said "Replacement Cost \$1000". What would you do to keep them coming back? The mIQro Card customer marketing program protects your most valuable asset and turns one-time customers into long-term loyalists.

## The Power of Loyalty

One-time customers are the most unprofitable customers you will ever have. Generating repeat sales is where you make money.

**Consider This.** Whether a customer buys from you once or a thousand times, your initial marketing investment is the same. The only thing that changes over time is your Return On Investment. Every time that customer makes a purchase, your cost to acquire that customer goes down and your profits go up.

## Why Start a Customer Loyalty Program?

When you are faced with stiff competition and hard economic times – developing unwavering customer loyalty is the smartest and most affordable way to succeed.

- Loyal customers insulate your business from competition and economic assault.
- Loyal customers spread good will and bring in new customers.
- Loyal customers lead to a loyal staff (and vice versa).
- Loyal customers visit more, spend more and cost less.
- Loyal customers generate repeat sales at a fraction of the cost of new customers.

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



## Easy, Effective, Affordable

We make customer loyalty simple. You'll be amazed at how easy it is to manage and how much you learn about your business. The best part... seeing your customers return time after time.

The entire mIQro Card program is available for less than \$5 per day with a 90 Day – No Risk – Money Back Guarantee.

## Features Include:

- **2-n-1 Gift Card and Loyalty Card** – One Card, One Program, One Fee.
- **Automated Event Emails** – Holidays, Seasonal, Special Events.
- **Automated Trigger Emails** – Welcome, Lost Customers, Anniversaries, Birthdays, Reward Progress.
- **Monthly eStatements** – Informs members of their points balance and points needed to earn a reward.
- **Online Marketing Manager** – 24 hour access to Real Time Reports, Customer Database, Dashboard and Marketing Support.
- **Customer Referral Program** – Automatically Reward and Track Referrals.
- **Customer Webpage** – Balance Inquiries and Activity Look-Up.
- **Flexible Reward Programs** – Reward Customers for Frequency or Spend.
- **Real-Time Rewards** – Instant Rewards and Instant Satisfaction.
- **Database Management** – Unlimited Members and Easy Online Access.

## Did You Know?

- It costs 7 to 10 times more to attract new customers than it does to retain existing customers.
- A working customer database can double the value of your business.
- Repeat customers spend 33% more than new customers.
- Over 75% of consumers have at least one loyalty card.

## Online Marketing

**Did you know that over 79% of U.S. adults spend an average of 11 hours per week on the internet? Silver Stream Marketing can help you connect with online consumers and get your share of this opportunity.**

*Silver Stream Marketing has created a web site that has been phenomenal for my business. It has created clients coming to my office, complimenting me on my web site and giving that as a reason to see me.*

Dr. Suzanne Alt – Natural Holistic Medicine

## Online Ordering

**The next generation of food ordering is here!** Coolorder.com allows restaurants to take their menu online and accept orders from the internet. In real-time, orders are sent to a fax machine, point-of-sale system, e-mail address or mobile phone.

### Online Ordering is proven to:

- Increase Average Order Size
- Reduce Mistakes
- Speed Up Busy Lunch Lines
- Attract New Customers

### Use Online Ordering to attract:

- Pharmaceutical Reps
- Corporate Catering Customers
- Curbside Carry Out Customers
- College Students
- Hotel Residents

**coolorder.com**

### Reward Online Customers

Coolorder is fully integrated with the mQro Card gift and loyalty program. This allows online customers to earn the same rewards and use the same gift cards as they do in the restaurant. Plus, Coolorder collects email addresses and valuable customer data.



## Online Business Tools

**myMarketingOffice.com** is a personal marketing department right at your fingertips. It includes a suite of marketing tools including a Direct Mail Center, Email Builder, Market Analyzer and Personal Marketing Calendar. The entire website can be used individually or private labeled for franchises, associations and B-to-B businesses. Access is free with online registration.



**Restaurantpartner.com** is an online resource network for restaurants. It includes the entire Marketing Office suite customized for restaurants. Users can also access articles, downloads, business calculators and receive national account pricing on a variety of business services such as credit card processing, menu design, payroll, marketing and printing.

