

Marketing Distribution by the “Bag-full”



Start with a Shopping Bag

- Eco-friendly and durable for plenty of re-uses

Add... { @ pennies/piece }

- Direct Mail Overruns
- Catalog Distribution
- Coupons and Menus
- Retail or B2B Offers
- Promotional Items
- Product Samples

See What's in it for YOU!

- Your marketing message is delivered right to potential customers homes... in a manner that **MAKES** them look inside. They will appreciate receiving the bag and all of its contents!

Priced per Piece/Insertion

Cheaper than postage, and no mailing lists to buy!
Multiple items billed as ONE insert

Recipient Promotions

Monthly PRIZE offers
Web incentives

Additional Exposure

Business listings and display advertising
available on www.grabbagmarketer.com

Distribution Plan - 1,000 bags go out each month in Findlay area/Hancock county and BG area/Wood county. Distribution routes will vary each month; guaranteed to not overlap for 4 months. Hand-delivered to each home, they will only be left at doors that have a protected area.

Small Business Marketing \$\$\$

- No huge investments or contracts - use the service as frequently as you like. **NO MINIMUM** order!
- Cooperative marketing efforts can save the budget and still attract clients!
- Localize your marketing efforts - have it delivered right to their door!



www.GrabBagMarketer.com

Want
people
to see
it?

Put it
in the
BAG!



—*Marketer*—

www.GrabBagMarketer.com

The Grab Bag Marketer

A reusable shopping bag (12" x 12" x 8"), for distribution of marketing materials from a variety of local merchants and services. The Grab Bag features double stitched handles and reinforced seams – extremely reusable and eco-friendly!

It can contain sell sheets, coupons/promotional offers, with a special emphasis on samples and promotional items.

E X A M P L E S	prize/contest announcements	coupon packs
	promotional giveaways	menus
	company announcements	sale fliers
	manufacturer samples	event invitations
	“leftover” direct mail pieces	catalogs

Distribution Plan

250 bags go out each Monday afternoon in Hancock county and Wood county, up to a total of 2,000/month. Distribution routes vary each month, targeting homes \$100K+. Routes are guaranteed to not overlap for 4 months. Grab Bag Marketers are hand-delivered to each home, and will only be left at doors that have a protected area (porch/awning) so that the contents get into the hands of customers in the best condition possible. From time to time Grab Bag Marketers will be distributed at functions/events that have target market appeal: B2B after-hours events, senior fairs, etc. All clients will be notified of any venue change and will reserve the right to participate or not.

Week one: general consumer

Week two: senior focus

Week three: general consumer

Week four: business to business

We would be happy to consider requests for more specialized demographics for distribution routes/events.

Pricing

- **multi-page offers - 30¢** (catalogs, newsletters, sales bundles)
- **single sheet offer - 15¢** (coupons, menu, sales flyer)
- **samples and promo items - 10¢** (must fit completely inside the bag)

All of these rates are less expensive than postage, and no mailing lists to buy!

The pricing structure is such to really encourage ITEMS being included in the bag to excite the recipient into looking at ALL the offers.

Flexibility

Insertions do NOT have to be the full route each week. If you happen to have a few mailers or tradeshow items left over, you will only be billed for the actual count that is distributed. **EXAMPLE:** If you wanted to include a sample AND a catalog, you would only be billed for the higher of the 2 prices.

More Information

Feel free to visit our website, www.GrabBagMarketer.com; email us at info@GrabBagMarketer.com or call 419-788-0209.