

weis

Marketing Opportunities 2023

Social Media Package \$2,500

What's included:

- 2 organic Facebook posts over a 2 week period
- Post Media Summary Report

E-mail Blast Package \$4,000

What's included:

- 1 creative email message
- 2 organic Facebook posts over a 2 week period
- Post Media Summary Report

New Item Launch Package \$5,000

What's included:

- Inclusion in New Item E-mail Blast
- Placement in New Item Campaign on Weis2Go site
- *Optional:* Insertion of new item sample in Weis2Go customer orders at top 50 Weis2Go stores
 - Samples must be provided by manufacturer and shipped directly to stores
 - Suggested Quantity: 100 samples per store
- Post Media Summary Report

Extras & Add-Ons

Boosted Post \$1,000

What's included:

- Boost 1 organic Facebook post from either the E-mail Blast or Social Media package

Recipe Feature \$1,000

What's included:

- Your recipe featured on our website. Can be linked to an E-mail Blast or Social Media package to show suggested usages

Video Content \$5,000

What's included:

- Custom video featuring your products to be showcased in a Social Media post

Sweepstakes

What's included:

- Can be featured via e-mail or social. Cost varies by prizes offered

For more details, contact: [Stephanie Panzetta](mailto:Stephanie.Panzetta@weismarkets.com)
stephanie.panzetta@weismarkets.com

E-mails reach over 850,000 subscribers!

- Great way to amplify your price point, e-coupons & alert customers to new items!

Over 160,000 customers follow us on Facebook!

- Great way to build brand awareness & showcase usage suggestions/recipes.



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2023



Digital load-to-card coupons reach over 645,000 registered Weis customers! To set up an eCoupon, discuss the following with your Category Manager.

Q: HOW DO I SET UP AN ECOUPON?

A: All digital coupons are set up with our third-party vendor, Inmar. To set up an eCoupon, you must reach out to Inmar. If you already have an established relationship with Inmar or another third-party that Inmar sources from including News America, Valassis, and Cell Fire you may already have a contact. If not, you can reach out to:

Jenine Masello, jenine.masello@inmar.com

Q: HOW WILL MY ECOUPON BE ADVERTISED?

A: In order to advertise your eCoupon in the Weis circular, you will need to make arrangements with your category manager. Certain restrictions apply, including confirmation from Inmar that your coupon has been setup and a recommended monthly clip limit to cover all Weis customers.

Q: WHEN DO I NEED TO CONFIRM MY PROMOTION WITH MY CATEGORY MANAGER?

A: Your category manager must have confirmation that the CPG company will be running the eCoupon at least 8 weeks prior to promotional start date.

Q: HOW MUCH TIME DO I NEED TO SET UP AN ECOUPON?

A: The final set up with Inmar must be done 3-4 weeks in advance of the promotional start date.

Q: WHAT DOES IT COST?

A: Inmar charges a set-up fee, a clip fee and offer redemptions.

Q: HOW MANY CLIPS DO I NEED?

A: The recommended monthly clip limit for Weis customers is 5,000 clips.

Q: WHAT IS THE REDEMPTION RATE?

A: On average, redemption rate is 7-10% of total clips. Inmar will provide an estimate inclusive of all fees and liabilities.

Q: HOW WILL I BE BILLED?

A: All billing for eCoupons will be between Inmar and the manufacturer.



Advertise your products to over 50,000 weekly users on our Weis 2 Go Online platform!

- Featured Product Placement
- Banner Ads
- Custom Landing Pages

Citrus Contact: [Teresa White](mailto:teressa.white@citrusad.com)
teressa.white@citrusad.com

Loyalty Marketing

Utilize our loyalty database to market directly to Weis Markets' customers with proven results.

Customer Targeting

- Be specific! Target Weis Club Card Customers with receipt or electronic offers based upon their purchase history.

Pricing Promotions

- **Tiered Offers:** Set up tiered offers that award customers with discounts based on purchase history of total spend or quantity within a specified time frame
- **Continuity Programs:** Customers earn points by purchasing items in a defined offer over multiple shopping trips to redeem a dollar value coupon off their future purchase

For more details, contact: [Alissa Evans](mailto:alissa.evans@weismarkets.com)
alissa.evans@weismarkets.com

