



MARKETING 101: Birthday Card Program

All people love to be recognized on their birthday. And what better way than to get a free meal at IHOP. This is one of the easiest and most cost effective marketing programs you can do. And the Birthday Card Program is one of the few marketing programs that multiplies your marketing dollars. When the customer receives their Birthday Card in the mail stating they're getting a free meal at IHOP, they're not going to come in alone. They're going to bring their spouse, kids, Mom and Dad, friends, work mates or any combination. So the pennies that you spent on getting the original customer in your door has now multiplied into 2-10 full meals purchased. Not bad for a little ol' postcard.

HERE'S HOW IT WORKS ...

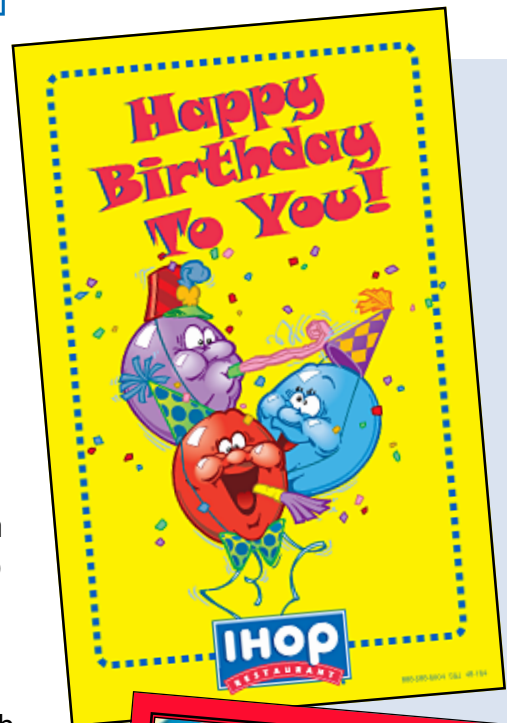
Always have Birthday Postcards on hand. Smith&Jones carries both Kids and Adult Birthday Postcards. You can choose one or the other or use both. But everyone has a birthday, so you get the most results with using both.

When the hostess seats the guests at the table she hands out the appropriate number of Birthday Postcards (and a pen/pencil if necessary). She asks the guests to fill them out and turn them in when they pay their bill.

The cards that are filled out during a day are turned into a person designated to handle the Birthday Card Program. She sorts them by month and day. Two weeks before each 'birth date' the cards get mailed out. Or designate that cards get mailed out every Monday. Whatever is the easiest to establish the routine of sending out the birthday cards.

Now it takes a while to "fill up the pipeline" but if this program is worked properly and consistently the return is great.

A marketing program does not get any easier than this. And what you're doing is using your own customers as your "sales people". It doesn't get any better than that.



Work this program and it will work for you. Do it half-heartedly and you won't get the results you desire.

SMITH & JONES
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