

LOCAL STORE MARKETING

..... one of the most important things you can do for your store. But with juggling all the balls in the air like ... employees not showing up, your food order getting mixed up, trying to stay within budget, upset customers ... putting one more thing on your plate, like Local Store Marketing, seems impossible to handle.

Smith&Jones has been doing Local Store Marketing for over 25 years and for IHOP for over twelve years. We make it simple and affordable for you to get more customers in your door ... and keep the customers you have.

Smith&Jones specializes in marketing to the Elementary Schools for two reasons. First, it's a great way to multiply your marketing dollars. When you bring kids in they don't come by themselves. Obviously, Mom and Dad come. And maybe sister and brother. And maybe Grandma too. So, you get anywhere from 2-4 additional people coming in by marketing to school kids. Second, it's important to "train" the new generation that IHOP is the place to come ... for good food, good service and a good time.

We want you to understand that Smith&Jones is your partner in Local Store Marketing. To make it as easy as possible for you. To get as many customers in your door. To increase your bottom line.

Please take a look at our online catalog ...

SmithandJonesMarketing.com

Click on IHOP

Password ... call 888-588-6004

Call. We look forward to helping you with your Local Store Marketing needs.

Carole & Larry Roekle
Platinum NC, Inc.
Smith&Jones