

MARKETING PACKAGE

PROPOSAL

DOLLAR LAND *Plus*

TRADITIONAL MARKETING
FOR A TRUSTED
NEIGHBORHOOD STORE.



DOLLAR LAND *Plus*

NEIGHBORHOOD MARKETING PROGRAM

THE GOAL:

BRING MORE CUSTOMERS INTO THE
STORE AND INCREASE REPEAT VISITS.

Monthly Direct Mailers

**REACH
NEARBY
SHOPPERS
AT HOME**



We will design and coordinate monthly postcard mailers sent to approximately 100 local addresses near Dollar Land monthly. These mailers can promote seasonal deals, featured products, loyalty rewards, coupons, or monthly store specials.

Signage & Flyers

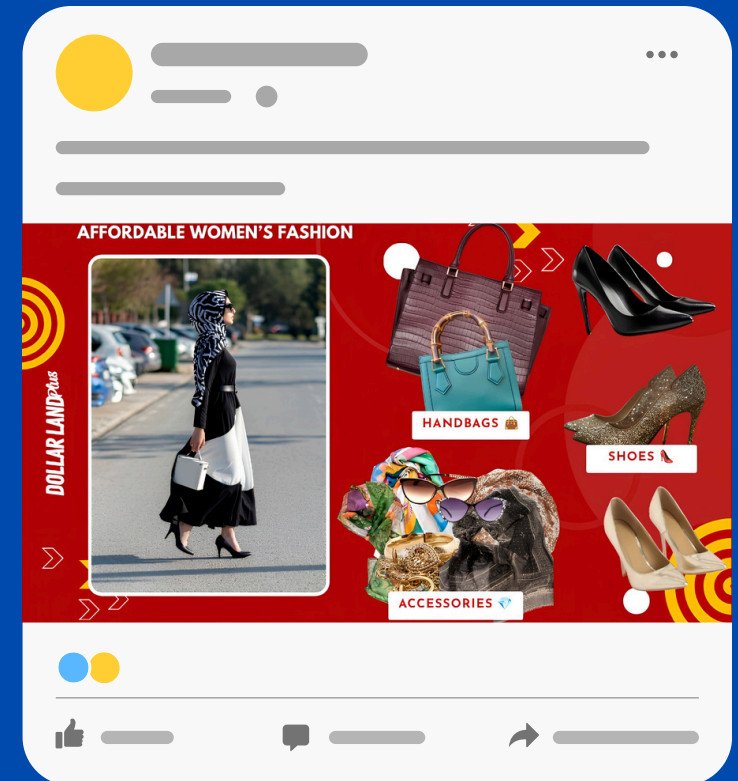


WEBM will design printed materials for the store, including window posters, shelf signs, counter cards, small flyers, and sale signage. These materials will make promotions easier for customers to notice while shopping.

Social Media Management



**TURN
FOLLOWS
INTO
DOLLARS \$\$\$**



WEBM will manage Dollar Land's Facebook page with regular posts featuring store deals, new products, seasonal items, loyalty program reminders, and community-friendly updates. The goal is to keep the store visible and active online and to encourage customers to visit the store.

In-Store Advertising



We will create promotional ad graphics or short digital ads for in-store screens, Facebook, or customer-facing displays. These ads will highlight deals, new arrivals, seasonal products, and reasons to shop while customers are already inside the store.

Additional Services Included:

Sales Campaign Planning

Each month, we will assist Dollar Land in planning sales campaigns around holidays, seasons, customer interests, or popular product categories like kitchenware, back-to-school items, holiday décor, cleaning supplies, toys, and household essentials. We will also research the most popular products Dollar Land offers.

Google Business Profile Management

WEBM will keep Dollar Land's Google Business Profile updated with current photos, promotions, store updates, and accurate business information. This helps local shoppers find the store and see that it is active and worth visiting.

Product & Display Promotion

We will assist in creating promotional ideas for featured products and in-store displays. This includes suggestions for what items to highlight, how to group sale items, and how to make displays feel more intentional and attractive.

All Services

Service	What WEBM Will Provide	Amount / Frequency Monthly	Purpose
Monthly Mailers 	Design and coordinate monthly postcard mailers to approximately 100 local addresses	100 postcards/month	Bring nearby customers into the store and promote monthly deals
In-Store Commercial Ads 	Create promotional ads for store deals, new items, seasonal products, and customer reminders	2–4 ads/month	Encourage customers already in the store to shop more and notice specials
Sales Campaign Planning 	Create monthly store promotions based on holidays, seasons, and popular products	1 sales campaign/month	Make sales feel organized, reliable, and easy for customers to understand
Sales Signage & Flyers 	Design printed sale signs, window signs, shelf tags, counter cards, and small flyers	5–10 print pieces/month	Make deals visible throughout the store
Product & Display Promotion 	Assist in planning simple in-store displays for featured items, seasonal products, and special offers	1–2 featured displays/month	Improve customer attention and increase impulse purchases
Facebook Page Management 	Manage the store’s Facebook page with deal posts, seasonal updates, product highlights, and loyalty reminders	8–12 posts/month	Keep Dollar Land visible to local customers online
Google Business Profile Management 	Update photos, promotions, store information, and posts on Google Business Profile	Updates as needed	Help local customers find the store and see that it is active
Monthly Marketing Support 	Provide ongoing campaign ideas, design support, and basic promotional guidance	Ongoing monthly support	Give Dollar Land a steady, simple marketing system each month
Total Monthly	\$947 p/m		

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THANK YOU!