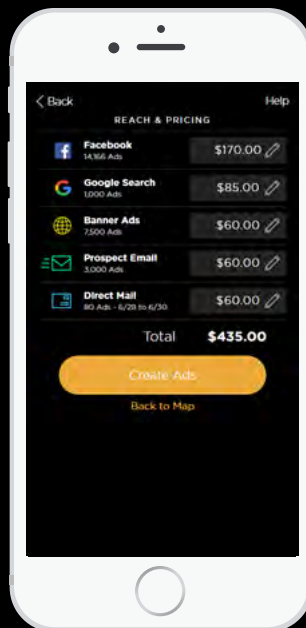


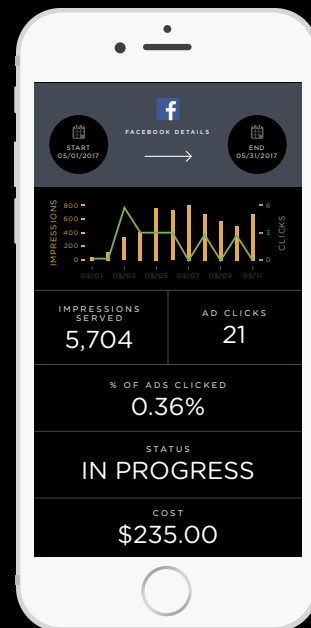
Introduction to **LOCAL STORE MARKETING**



1 See & Select Customers



2 Create & Send Ads



3 Track Results

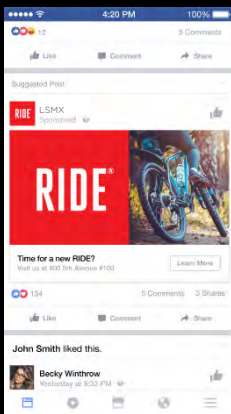
LSMx is everything you need to market your store to potential customers. This tool allows you to see and select potential customers and reach them with targeted marketing campaigns. LSMx notifies you of local events in your area and gives you the tools to create and send real-time targeted ads through Facebook, prospect email, direct mail, mobile banner ads or Google search – all from your smartphone.

Try LSMx for free at mylsmx.com

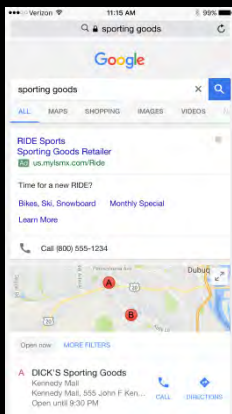
LSMx targets potential customers with five channels. You can select a single channel, or all five. Simply select or write your own message and offer, upload an image and hit send. It's that easy.



Facebook



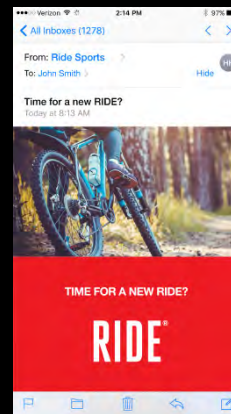
Google



Mobile Banner Ads



Project Email



Direct Mail



IDENTIFY NEW CUSTOMERS.

Finding new customers is easy with LSMx. Understand who your customers are, where to find new customers, and how to reach them. LSMx utilizes Buxton's advanced customer analytics to identify your best potential customers. There is no need for you to load customer data.

FIND MARKETING OPPORTUNITIES AROUND LOCAL EVENTS.

Stay on top of events happening in your market and drive new customers into your store. Create campaigns that run before and during local events, capitalizing on the high traffic in your area.

MARKET WITHOUT THE GUESSWORK.

Target customers at their homes or on their mobile devices through LSMx. Gain market share from your competitors by targeting customers around their locations.

SEND ADS FROM YOUR SMARTPHONE.

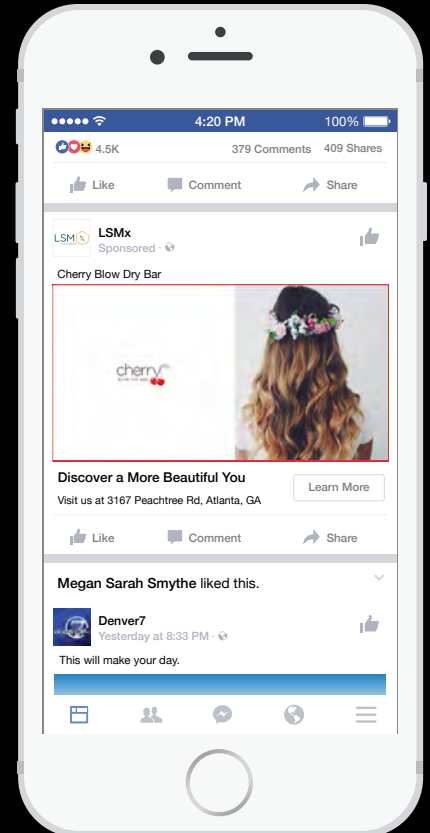
Easily execute marketing campaigns launched directly from your smartphone or computer. Whether it's direct mail, digital ads, or social media marketing, send offers directly to your customers to drive them into your store. LSMx does it all for you!

FACEBOOK ADS

LSMx’s Facebook channel allows you to serve Facebook newsfeed ads on desktop and mobile devices to the potential customer households (red dots) you select. LSMx will automatically generate a landing page where recipients are directed when they click on the Facebook ad. Alternatively, you can select to input a URL of your choice which will then be linked to the Facebook ads.

Purchasing Facebook ads through LSMx offers many advantages versus other ways of purchasing Facebook ads:

- You are not required to have a Facebook account, something that is prohibited for many franchisees according to the terms of their franchise agreements. This also means that there is no waiting period to get set up and there is no Facebook approval process required to link to LSMx’s Facebook Ad Manager Account.
- You are not required to create, learn, or condition Facebook Ad Manager accounts, a process that can be both time consuming and extremely frustrating for many.
- Each campaign is purchased on a “cost per click” (CPC) basis, ensuring optimized engagement with your ads.
- LSMx Facebook campaigns target only the potential customer households identified in the application (red dots). Typical Facebook ads target a geographic area that will include people who are not your best potential customers.
- The LSMx campaign tracker reports order status, number of ads served by day, and number of ads clicked by day.



Customer Example

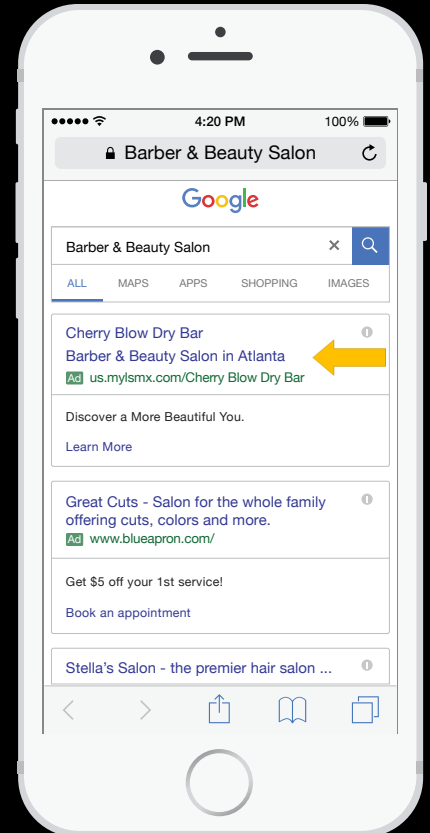
GOOGLE SEARCH ADS

LSMx's Google channel allows you to serve Google Search ads to potential customers who are searching online for your business or service like yours. LSMx serves Google Search pay per click ads to potential customers located in the zip code(s) intersected by the area drawn by you on the map. Ads are served to both mobile and desktop searchers.

LSMx will automatically generate a landing page where recipients are directed if they click on the Google ad. This process does not violate Google's double serving policy. Alternatively, users can select to input a URL of your choice that will then be linked to the Google ads.

Purchasing Google Search ads through LSMx offers many advantages versus other ways of purchasing Google Search ads:

- You are not required to create, learn, and condition Google Adwords accounts, a process that can be both time consuming and extremely frustrating for many.
- LSMx automatically identifies the appropriate search terms and phrases to bid on (so you don't have to).
- LSMx optimizes purchase behavior daily during each campaign, ensuring the maximum potential number of ads are purchased and that they are purchased at the most efficient possible rate.
- The LSMx campaign tracker reports order status, number of ads served by day, and number of ads clicked by day.



Actual Customer Example

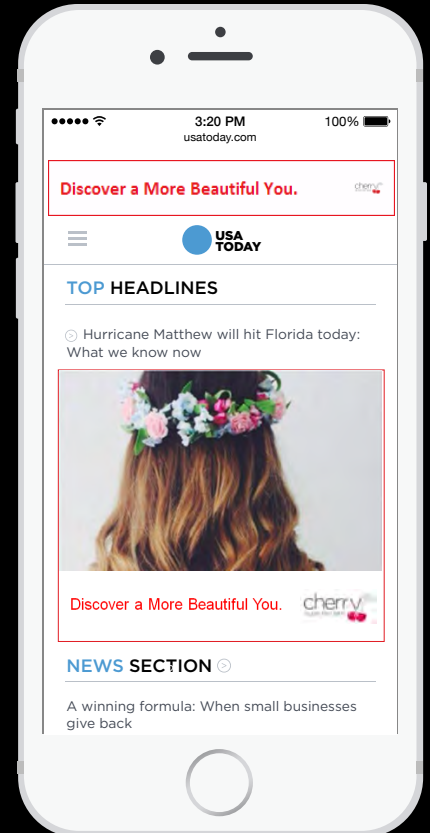
MOBILE BANNER ADS

LSMx's mobile banner ads channel allows you to reach the most potential customers (red dots) who are utilizing their web browsers on a smartphone. LSMx serves the most common sizes of mobile banner ads (320 x 50 pixels, 300 x 250 pixels, and 728 x 90 pixels) and bids on ad inventory from all major ad exchanges including but not limited to AppNexus, AOL, Microsoft, OpenX, Rubicon, Smaato, and Doubleclick. This means LSMx has extensive reach and the ability to target your potential customers wherever they show up online.

Additionally, LSMx uses proprietary bid optimization strategies, ensuring you are able to serve the desired quantity of ads at the desired budget level. Unlike other mobile banner ad solutions, LSMx allows you to select the specific potential customers you would like to send banner ads to by circling them on the interactive map.

LSMx will automatically generate a landing page where recipients are directed if they click on the banner ad. Alternatively, you can select to input a URL of your choice that will then be linked to the banner ads. LSMx attempts to serve one banner ad to each target each day of the campaign.

The LSMx campaign tracker reports order status, number of ads served by day, and number of ads clicked by day.



Actual Customer Example

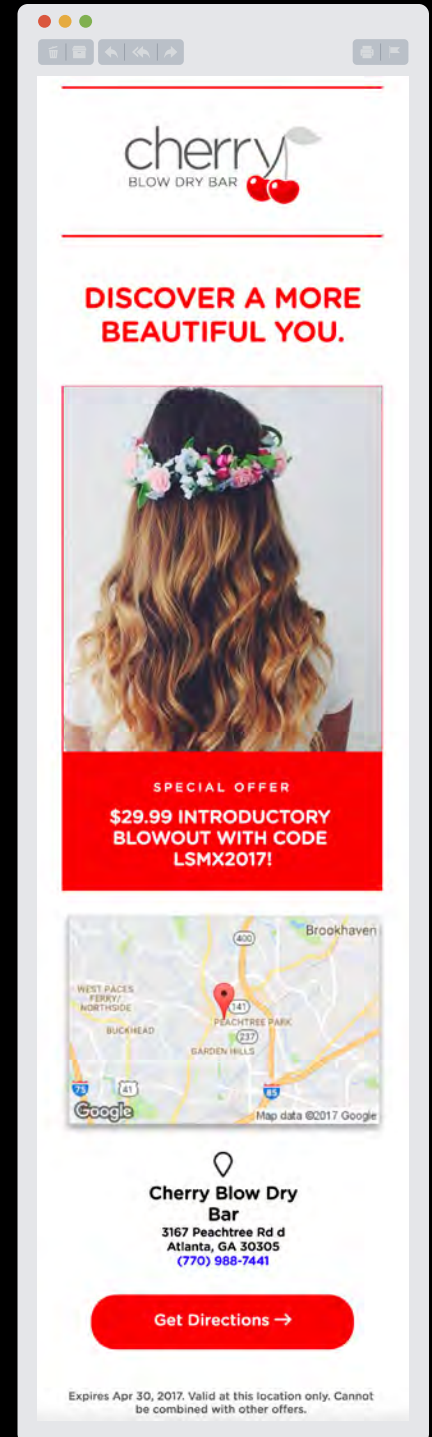
PROSPECT EMAIL

LSMx’s prospect email channel allows you to send emails to the potential customers (red dots) you select by leveraging LSMx’s proprietary “opt-in” email database. Unlike other email solutions designed to communicate with existing customers and CRM contacts, LSMx reaches POTENTIAL customers and does not require any data from you to do so. All you do is circle the dots on the map you’d like to target. LSMx identifies their email addresses and then automates the sending and delivery process.

To accomplish this, LSMx leverages an “opt-in” email database of individuals who have consented to receive emails from 3rd parties, consisting of over 250 million email addresses collected from over 20,000 different websites. If you maintain an opt-out list for your location, you will be able to utilize the email function in LSMx once that list has been provided to LSMx. Specific instructions for uploading opt-out lists are provided to you once you navigate through the email ad building process. Buxton developed LSMx this way because we understand the importance of your brand maintaining its CAN-SPAM compliance so that you are able to continue marketing via email. We are working to develop a way to suppress specific lists within LSMx so that this feature can benefit all clients in the future.

Additionally, LSMx uses a sophisticated proprietary email routing process to ensure emails are delivered to real inboxes, not to recipients’ “junk mail.” LSMx attempts to serve 1 email to each valid email address associated with the potential customer households within the selected area.

The LSMx campaign tracker reports order status, the “drop dates” when emails are sent, and the open/click rates.



Actual Customer Example

DIRECT MAIL

LSMx makes direct mail easy. LSMx’s direct mail channel leverages a state of the art, automated batch printing and mailing system to print and deliver 8.5” x 5.5” postcards to the potential customer households (red dots) selected by you.

Within ten minutes, each order is routed to an automated prepress and production system.

All prospects undergo a data hygiene process to suppress for deceased individuals and account for address changes as listed with the U.S. Postal Service’s National Change of Address service.

As applicable based on the campaign dates selected, orders placed before 4 p.m. CST on business days are printed on the same day. Orders placed after 4 p.m. CST, or on weekends, are printed and shipped the next business day.

Once received by the U.S. Postal Service, postcards are delivered via First-Class Mail or Targeted Bulk Mail.

At a reduced cost, LSMx now offers a “Targeted Bulk Mail” option. Our Targeted Bulk Mail option uses the same methodology and quality as our first class option. Direct mail campaigns purchased through the bulk mail option will be mailed with a window of arrival 10 – 15 business days out. (First-Class mail can arrive between 2-3 days out.)

The LSMx campaign tracker reports order status as received and shipped (completed).



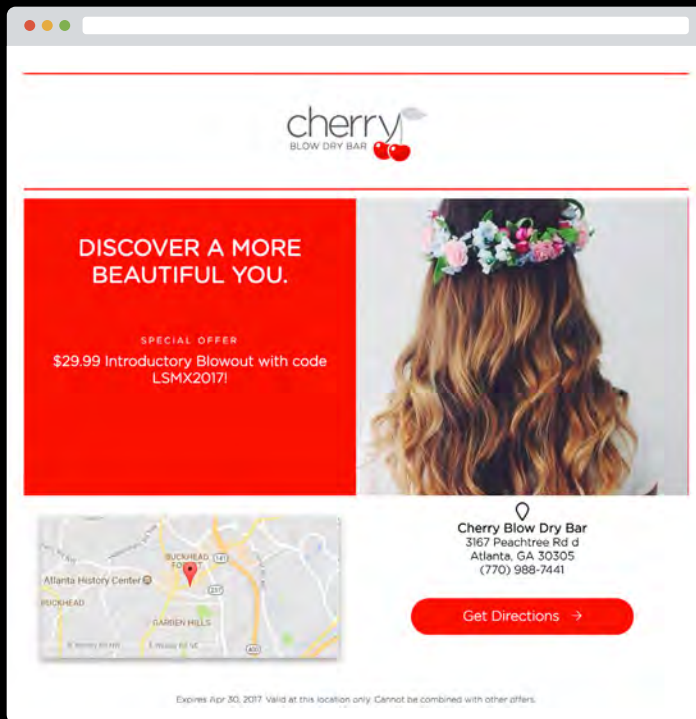
Actual Customer Example

LANDING PAGE

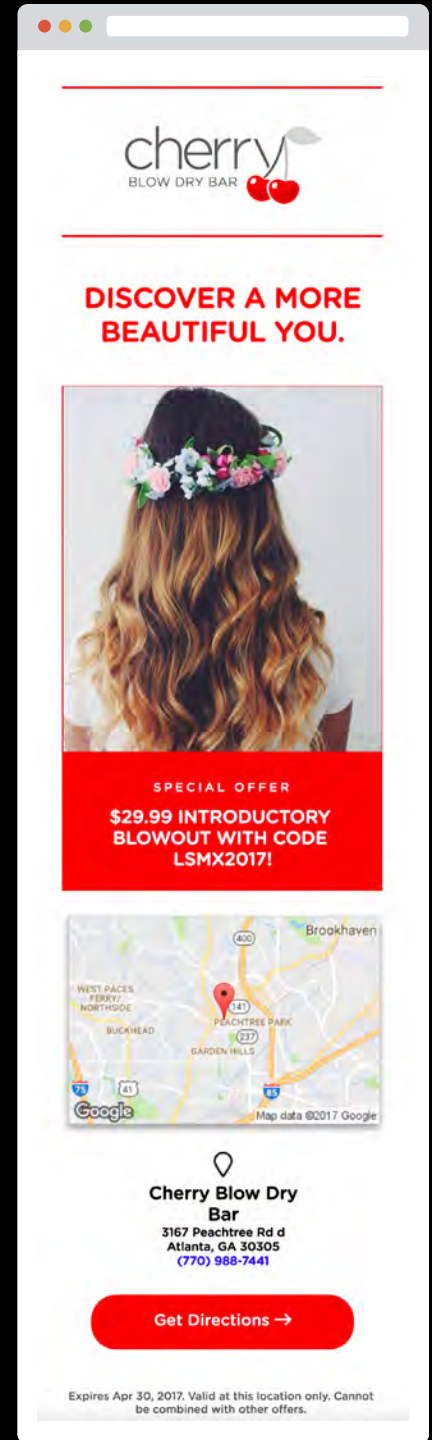
Conducting digital marketing campaigns with LSMx is very easy! You have the choice of where to send ad recipients when they click on your digital ads!

Option 1: Let LSMx create a landing page for you! LSMx will use the content from your ads to assemble a beautiful, professional grade landing page where your ad recipients will see the ad content, contact information, a map to your location, and a “Get Directions” link. One click and it’s done! This option ensures ad recipients see any offers and disclaimers that are not displayed directly on the digital ad.

Option 2: Input the URL (web address) of your choice! This is a great option for businesses looking to drive people to their website for signups or appointments.



Actual Customer Example
(Desktop Version)

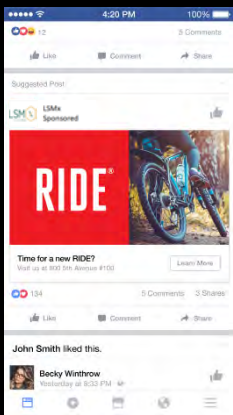


Actual Customer Example
(Mobile Version)

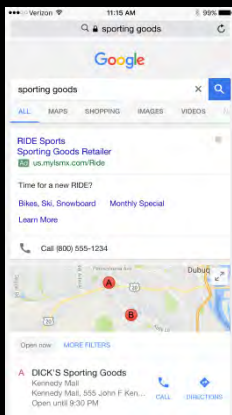
Channel Specs for **LOCAL STORE MARKETING**



Facebook



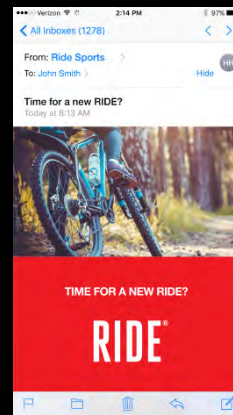
Google



Mobile Banner



Prospect Email



Direct Mail



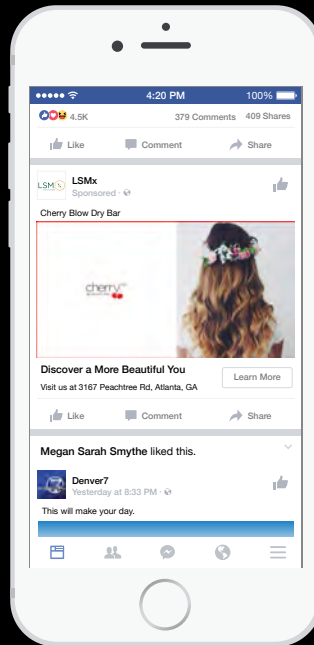
LSMx uses ad templates designed to be aesthetically pleasing while ensuring compliance with requirements imposed by each channel. For instance, Facebook uses a grid system to ensure that no more than 20% of the ad image contains text. LSMx has designed our templates to ensure your ads are accepted and able to be served in addition to being beautiful! The following pages detail the ad layout and specifications for each ad type in LSMx.

FACEBOOK AD ELEMENTS

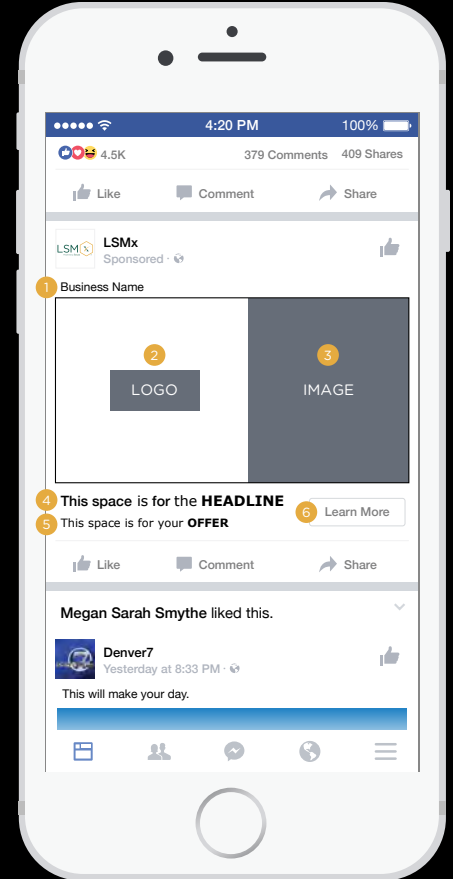
The fonts and font sizes used throughout are dictated by Facebook.

1. Business Name
2. Logo
Your selected logo is scaled down by 45% in order to meet Facebook's text restriction requirements
3. Image
The optimal image ratio for use in LSMx is 1:1.5
4. Headline
Max Characters: 50
5. Street Address
6. Learn More Button
Links to selected landing page

Actual Customer Example



LSMx Template

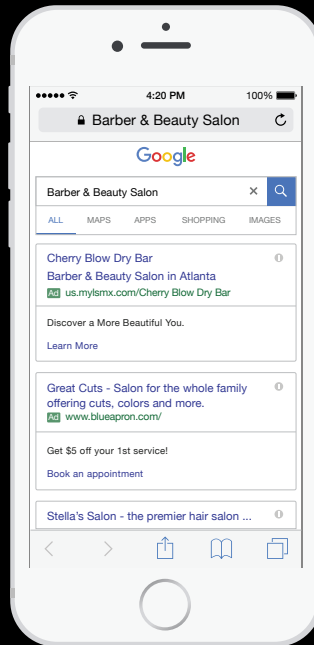


GOOGLE SEARCH AD ELEMENTS

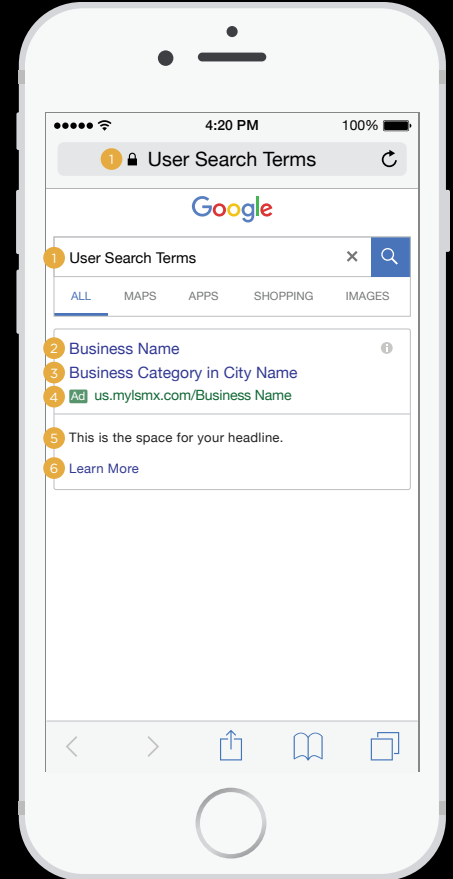
The fonts and font sizes used throughout are dictated by Google. Google prohibits the use of ALL CAPS and excessive punctuation.

1. User Search Terms
Max Characters: 30
2. Business Name
Max Characters: 30
3. Business Category and City
This line is automatically generated based on how the account was set up.
4. Landing Page Link
Max Characters: 50
5. Headline
Max Characters: 50
6. Learn More Button
Links to selected landing page

Actual Customer Example



LSMx Template

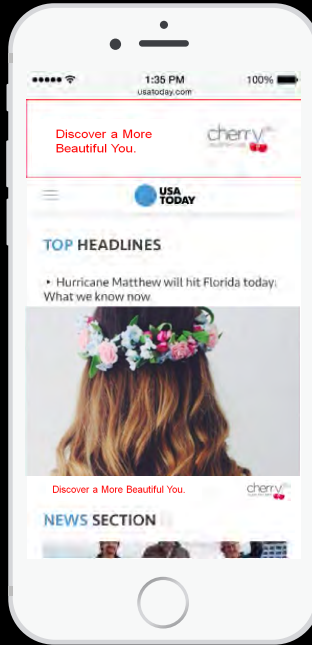


MOBILE BANNER AD ELEMENTS

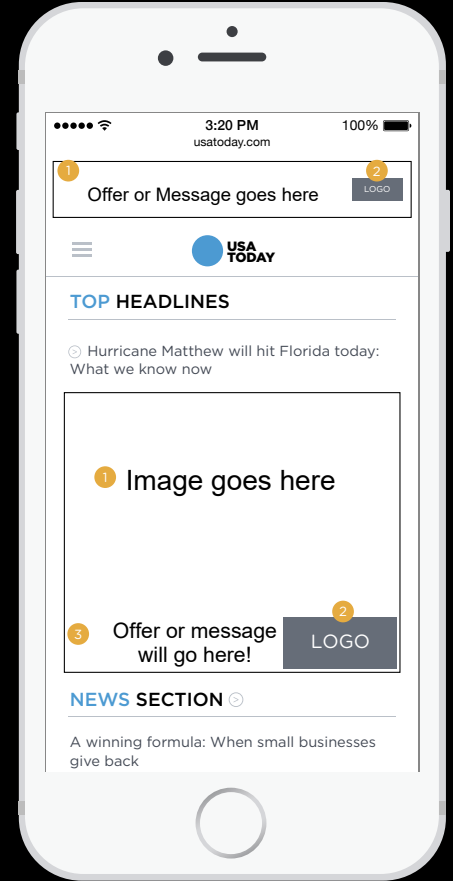
The font used throughout is Gotham Rounded. LSMx serves the following mobile banner ad sizes: 320 x 50 pixels, 300 x 250 pixels, and 728 x 90 pixels.

1. Headline
Max Characters: 50
Always bold
2. Logo
Dimensions: varies by ad size
3. Offer or Message
Max Characters: 50

Actual Customer Example



LSMx Template

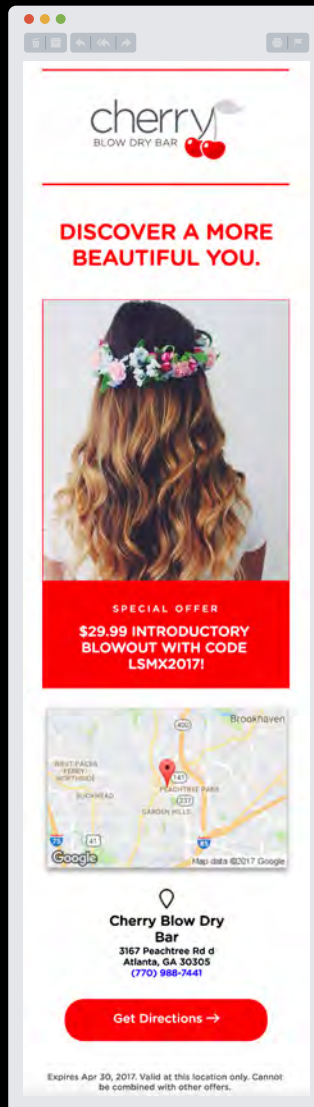


PROSPECT EMAIL ELEMENTS

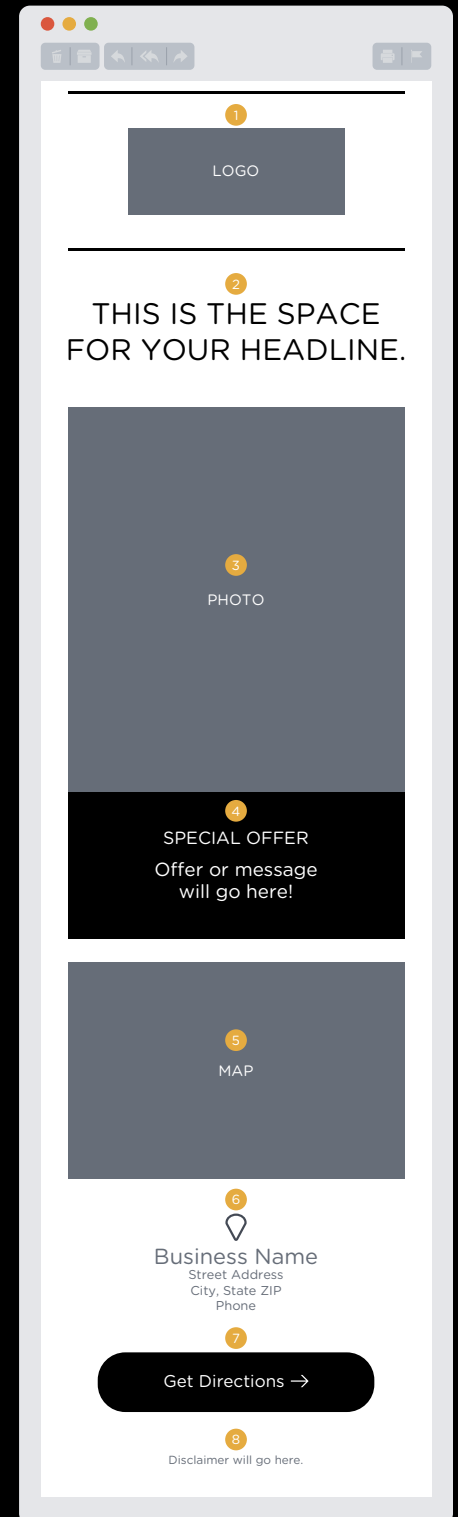
The font used throughout is Gotham Rounded, and email is generated as an HTML document.

1. Logo
Max Width: 300 pixels
2. Headline
Font Size: 28 pixels
Max Characters: 50
Always uppercase and bold
3. Photo
Dimensions: 300 pixels wide
4. Offer or Message
Font Size: 18 pixels
Max Characters: 50
Always uppercase and bold
5. Location Map
Autogenerated Google map
Dimensions: 300 x 200 pixels
6. Contact Information
Font Size: 18 pixels for name and
12 pixels for address and phone
7. Get Directions Button
8. Disclaimer
Custom disclaimer language can have
up to an additional 144 characters
Size: 11 pixels

Actual Customer Example



LSMx Template

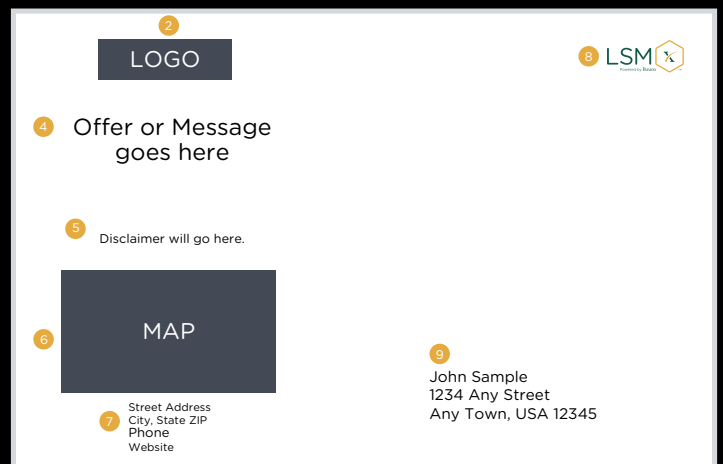
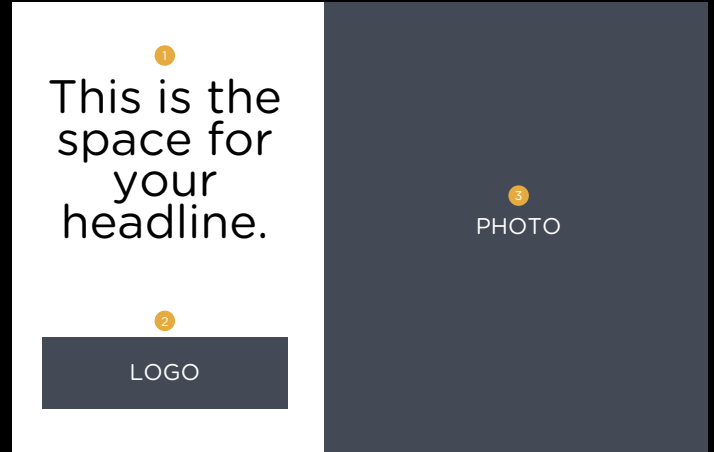


DIRECT MAIL ELEMENTS

The font used throughout is Gotham Rounded.

1. **Headline**
Font Size: 41.25 pt
Max Characters: 50
2. **Logo**
Dimensions: 3.25" x 1"
3. **Photo**
Dimensions: 4.75" x 5.625"
4. **Offer or Message**
Font Size: 20.5 pt
Max Characters: 50
5. **Disclaimer**
Custom disclaimer language can have up to an additional 144 characters
Size: 9 pt
6. **Location Map**
Autogenerated Google map
Dimensions: 2.625" x 1.5"
7. **Store Address**
Logo: 1.75" wide
Font Size: 9.75 pt and 11 pt for phone
8. **LSMx Logo**
9. **Recipient Address**
Font Size: 12 pt

LSMx Template



Actual Customer Example
(front and back)

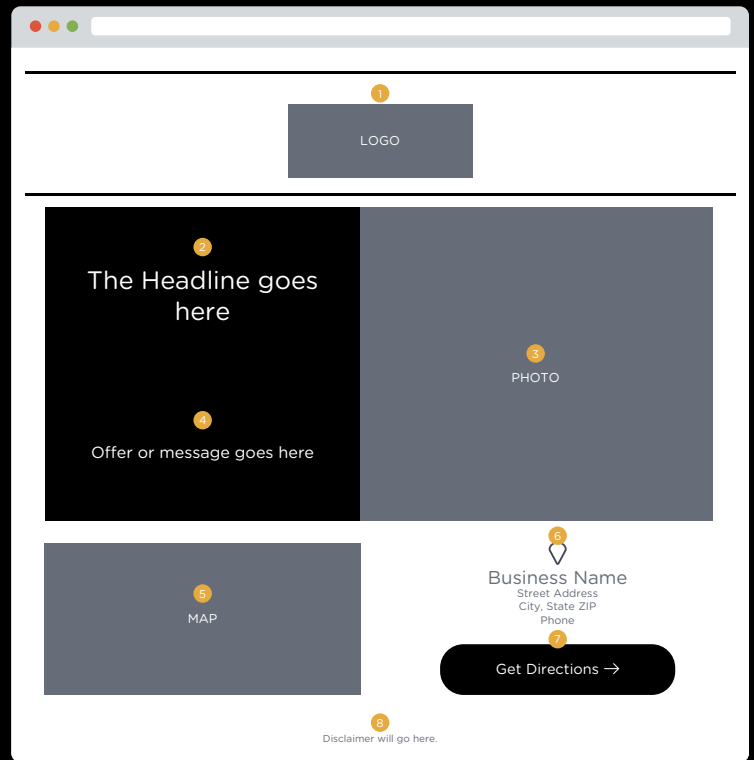


LANDING PAGE (DESKTOP) ELEMENTS

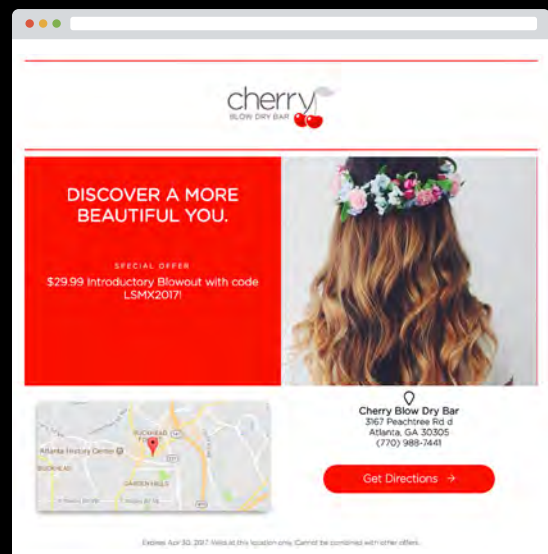
The font used throughout is Gotham Rounded, and email is generated as an HTML document.

1. Logo
Max Width: 300 pixels
2. Headline
Font Size: 28 pixels
Always uppercase and bold
Max Characters: 50
3. Photo
Dimensions: 470 x 420 pixels
4. Offer or Message
Font Size: 18 pixels
Always uppercase and bold
Max Characters: 50
5. Location Map
Autogenerated Google map
Dimensions: 420 x 200 pixels
6. Contact Information
Font Size: 18 pixels for name and 12 pixels for address and phone
7. Get Directions Button
8. Disclaimer
Max Characters: 144 characters
Size: 11 pixels

LSMx Template



Actual Customer Example

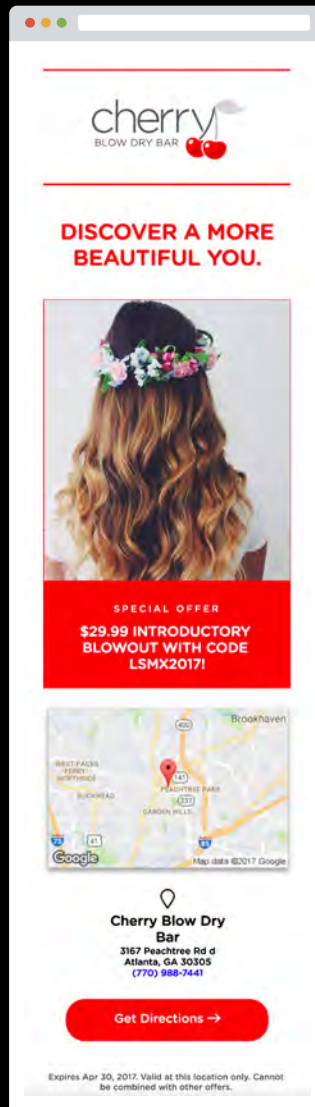


LANDING PAGE (MOBILE) ELEMENTS

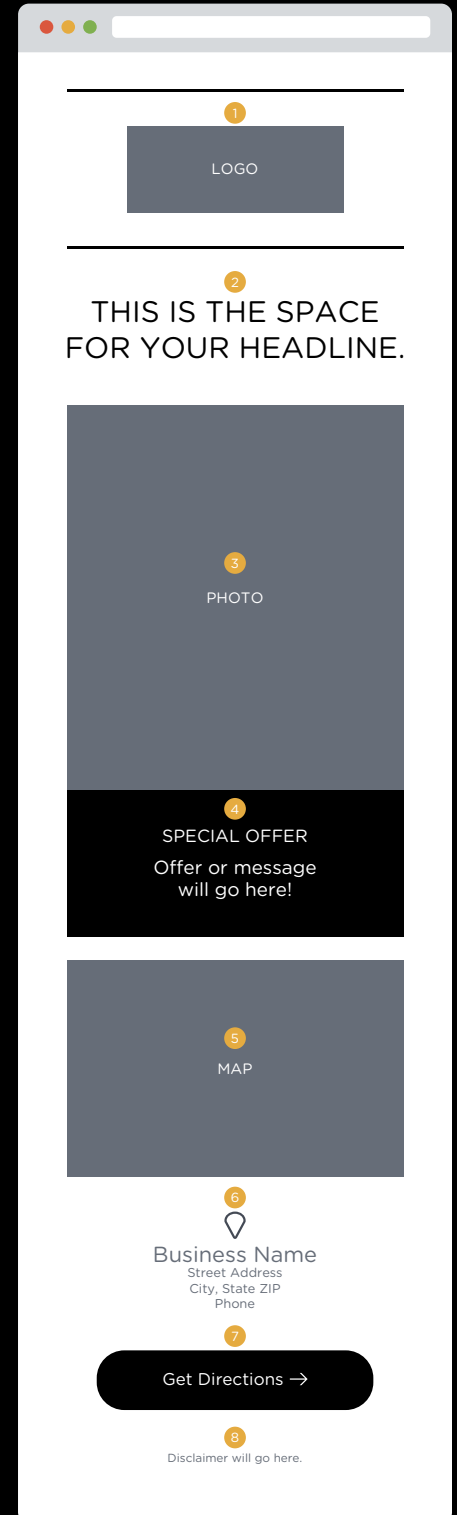
The font used throughout is Gotham Rounded, and email is generated as an HTML document.

1. Logo
Max Width: 300 pixels
2. Headline
Font Size: 28 pixels
Max Characters: 50
Always uppercase and bold
3. Photo
Dimensions: 300 pixels wide
4. Offer or Message
Font Size: 18 pixels
Max Characters: 50
Always uppercase and bold
5. Location Map
Autogenerated Google map
Dimensions: 300 x 200 pixels
6. Contact Information
Font Size: 18 pixels for name and
12 pixels for address and phone
7. Get Directions Button
8. Disclaimer
Custom disclaimer language can have
up to an additional 144 characters
Size: 11 pixels

Actual Customer Example



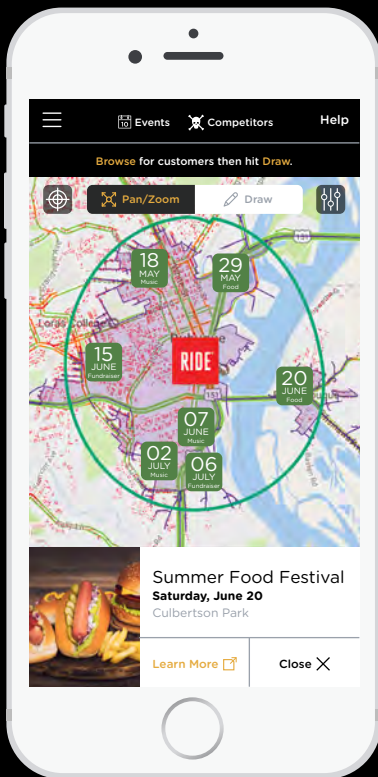
LSMx Template





Get Started with

LOCAL STORE MARKETING



Start getting new customers today:

<https://mylsmx.com/>

Once you've created your account you will have access to our LSMx Customer Support team, who will keep you up-to-date on local store marketing trends and new features in LSMx.

Our FAQ page can be found here:

<https://mylsmx.com/faqs>

