



LSM PLAN

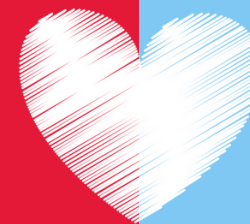
OUR LSM PLAN IS BUILT ON TWO FUNDAMENTAL PILLARS



Community Champions: Nurturing Schools, Families, and Fun

How to Engage?

- **Fundraising:**
 - First-time guests at Slims turn into repeat customers (Pandemic Marketing)
 - Recruitment boost via increased brand awareness in schools
- **Sponsorships:**
 - The top strategy for skyrocketing local brand awareness
 - Enhances community reputation
- **Score Big:**
 - Fundraisers don't have to be annual
 - Make Slims the go-to post-game destination



Business Bites: Connecting Commerce & Cravings

How to Engage?

- **Catering:**
 - New guests try, love, and spread the word (Pandemic Marketing)
- **Cater 4 More Campaign:**
 - Habit-forming after just four orders
 - Loyalty deals to encourage re-orders
- **Catering Importance/Financials:**
 - Lower labor costs and higher order values = Revenue boost
- **Reserve the Porch:**
 - Ideal gathering spot for remote/hybrid teams and groups



MARKET SALES REP

LRG MARKETING



1.5 hours (In Market)

- a. Visit at least 5 businesses/schools

2. 1-hour (Personal Reporting)

- a. Upload Contact Information into HubSpot Account - We will get you access to this
 - i. Free until we get to 1,000 contacts

3. 1-hour (Strategy/Report Call w/ DJ)

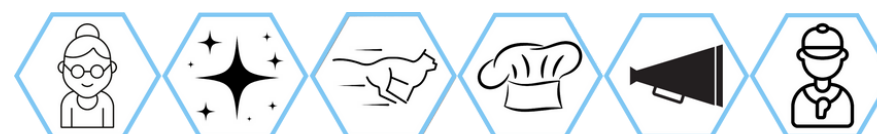
- a. Report Previous Week's Contacts and Orders/Catering Numbers
- b. Go over overall Sales Numbers
- c. Strategy Talk

4. 1-hour (Social Media Campaign Work)

- a. Budget (per week): \$50
- b. What you'll need access to:
 - i. Facebook Account - I can request it today
 - ii. Canva Account - Give you access today as well

5. 1-hour (Follow-Up w/ Previous Catering Contacts)

- a. Reach out to contacts who expressed interest
- b. Reach out to contacts who ordered and see if they'd like to schedule another
 - i. Use Constant Contact to create email and send to contacts that have already ordered catering for us
 - ii. We can work on making this template together once we get to that point



LIVING OUR VALUES EVERY DAY



MARKET SALES REP

WHO ARE WE LOOKING FOR?

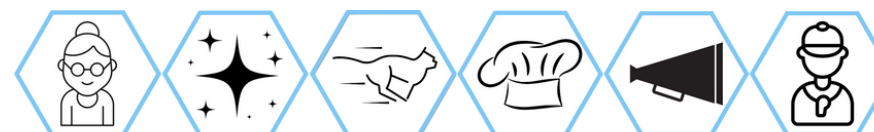


Skills and Experience Required

- Relationship Building
- Organizational Skills
- Communication Skills
- Problem-Solving Skills
- Brand Loyalty

Proposed Schedule

- Denver and CO Springs:
 - 15 hours a week in market
- North and South Utah:
 - 10 hours a week in market
- Weekly coordination and planning:
 - 1 hour



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LRG MARKETING

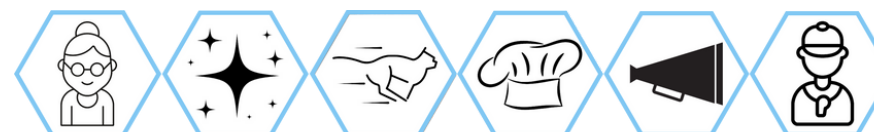
LEVERAGING LSM KITS FOR DIRECT SALES



Direct Sales Toolkit: Streamlining Catering Outreach

LSM KIT

- **What's Inside**
 - Collaterals like Catering Menus, Takeout Menus, BOG Cards, and a business card placeholder.
- **How It's Used**
 - For face-to-face direct sales, supporting various campaigns: Cater4More, Reserve the Porch, Fundraise with Slim Chickens, Score Big, etc.
- **Impact**
 - Aids in systematic and effective local marketing efforts.
- **Key Takeaway**
 - A tangible aid for face-to-face sales efforts



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LRG MARKETING

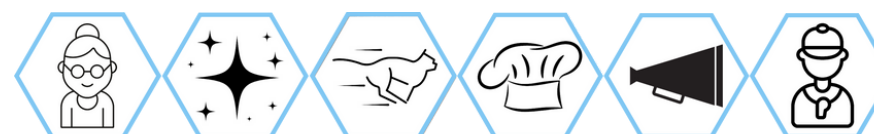
LOCAL STORE MARKETING PLAYBOOK



Setting the Standard for Local Marketing

- A Comprehensive Guide for Store-Level Marketing

- **Contents**
 - Mission, Vision, Values, Trade Area docs, Sponsorship and Community guidelines, and more.
- **Purpose**
 - To ensure each store adheres to LRG's best practices in local marketing.
- **Usage**
 - Direct Sales Trackers, Guides, and Reporting Templates for each store.
- **Highlights**
 - Community Champions, Business Bites, and other exclusive marketing programs.



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LRG MARKETING

CURRENT LSM CAMPAIGNS



Cater 4 More

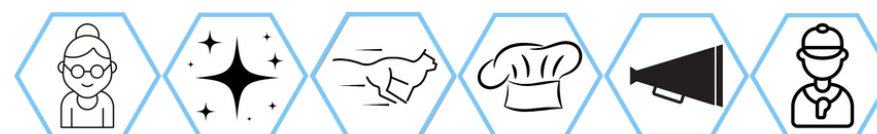
Reserve the Porch

General Catering

Fundraisers

Score Big

STAD - Tuesdays



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MARKET SALES REP

EXPECTED OUTCOMES



Within 1 Month: *Per Store*

- **40 local contacts**
- 5+ catering orders
- 7.5% MoM catering sales growth
- **1+ fundraiser**

Within 3 Months: *Per Store*

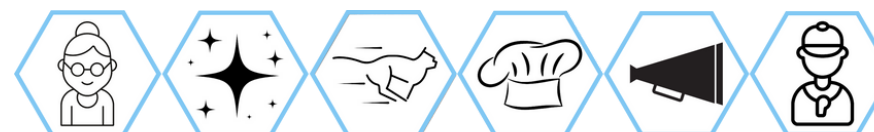
- 80 local contacts
- 20+ catering orders
- 15% MoM catering sales growth
- 1 sponsorship
- 3+ fundraisers
- 4+ repeat catering orders

Within 6 Months: *Per Store*

- 100+ local contacts
- 50+ catering orders
- 30% MoM catering sales growth
- 6+ fundraisers
- 2 sponsorships
- 8+ repeat catering orders

Within 1 Year: *Per Store*

- 40% YoY growth in catering sales
- 12+ yearly fundraisers
- 4 sponsorships
- 6+ annual repeat catering orders



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