



FRESHEN UP CHECKLIST -- CORPORATE - MARKETING

DEPARTMENT OVERVIEW

Marketing extends reach and influence of our member stores, attracting new consumers, maximizing returning consumers and impacting the bottom line. We help any member retailers who would like our assistance in the areas of digital and in-store marketing.

Make sure you are taking advantage of all the programs we offer! Check the boxes for the programs you already have, contact us to get started on the ones you leave blank or if you aren't sure which programs participate in currently.

DEPARTMENT PROGRAM OFFERINGS

SOCIAL MEDIA MAINTENANCE & MANAGEMENT

We help you connect with consumers where they spend most of their time online. Whether facebook, twitter, YouTube, Pinterest or Instagram, we help you drive sales, not only engagement. Our Marketing Specialists have extensive experience helping our member retailers create content, answer consumer questions and conceive exciting promotions to get customers talking.

Contact Melanie Isenmann for information. melanie.isenmann@awginc.com

WEBSITE DEVELOPMENT & MOBILE APP

Our web designers create interactive and dynamic websites to reach connected consumers. With three different website offerings, we have a program that matches every retailer's needs. Give consumers the option to view the weekly ad, create a shopping list, search for recipes and find store information right at their fingertips. Brick, Inc. and WebStop are our preferred partners. Any websites also has a mobile app as an option.



Contact Lisa Nelson for information: lisa.nelson@awginc.com

EMAIL & TEXT MARKETING

Leverage our industry knowledge to send enticing emails and text messages to consumers, inviting them into the store at key times. Our Specialists know what offers work well, when to time the offers and how often to utilize this medium as part of the marketing mix.

AvidMobile is AWG's preferred text provider and emfluence is AWG's preferred Email Service Provider.



Contact Jimmy Sevcik for information on text & email marketing: jimmy.sevcik@awginc.com



Associated Wholesale Grocers

ONLINE SHOPPING

Position your store to compete in the digital future of food by offering your customers a cutting edge online shopping experience. AWG has established strategic partnerships with the leading eCommerce providers to allow your store to fulfill digital orders for delivery and in-store pickup. Freshop, Rosie & NoQ are the online shopping partners for AWG.



Contact Jason Shore for information about online shopping: jason.shore@awginc.com

REBATE PROGRAMS

Monetize your marketing efforts with our in-store and at-shelf signage programs. These programs bring money back to the store, simply for advertising key products and manufacturer initiatives. Programs are run easily through AWG and create excitement in store that drive sales. We offer two signage programs: Smartsource & InsigniaPops and retailers can participate in both to maximize rebate dollars acquired.



Contact Andrea Garcia for more information: andrea.garcia@awginc.com

GIFT CARDS – THIRD PARTY

Gift card sales reach \$22 million annually and that's just for AWG retailers participating in the Blackhawk gift card program. With destination displays located in store, there are a wide variety of cards to choose from including Visa, Mastercard, Olive Garden, The Home Depot and many more. Our preferred gift card provider is Blackhawk Network.



Contact Bryan Wright for more information: bryan.wright@awginc.com

GIFT & LOYALTY CARDS – STORE SPECIFIC

Keep customers coming back to your store and give them the opportunity to introduce friends and family to your location through store specific gift cards. Branded specially for you, or generic, these cards can be loaded with any denomination you choose, making them the perfect way to increase future sales and retain customers.

Contact Bryan Wright for more information: bryan.wright@awginc.com

NUTRITION PROGRAMS

Eating more nutritiously isn't just a trend, but a way of life for some consumers. Help them navigate your store for the product offerings that fit into their lifestyle. Easy to understand nutrition programs are available to quickly showcase the wide variety of product offerings you carry. NuVal and Guiding Stars are the two programs available through AWG.



Contact Bryan Wright for more information: bryan.wright@awginc.com



Associated Wholesale Grocers

IN-STORE AUDIO

Make your store an inviting place to shop with in-store music and inspire purchase through messaging. Whether promoting products and brands or special sales within the store, in-store audio programs allow you to call out your most valuable offerings. MOOD (formerly Muzak) and Adergy are both programs offered through AWG.



Contact Bryan Wright for more information: bryan.wright@awginc.com

APPLES FOR THE STUDENTS

Give back to schools in your community through the Apples for the Students program. You donate a portion of receipts collected by participating schools for the educational items they need most. Consumers are encouraged to shop at your store knowing what they buy impacts their local community.

Contact Bryan Wright for more information: bryan.wright@awginc.com



EXCITE SEASONAL EVENTS

With 5 events throughout the year, the Excite seasonal events are an easy way to create some fun within your four walls. Suppliers contribute valuable product discounts through a coupon magazine and shelf signage calls out the offerings. Websites and digital offerings are included to help drive awareness.

Contact Andrea Garcia for more information: andrea.garcia@awginc.com

FUNDRAISER COUPON BOOK

Support local community organizations while driving sales throughout the year with the Fundraiser Coupon book. The book includes coupons from the manufacturer community that are valid for an entire year. Organizations purchase the book at a discount and resell the book community-wide. The \$5 off coupon with a purchase of \$50 or more valid only at your store ensures return sales.

Contact Andrea Garcia for more information: andrea.garcia@awginc.com



AWG CORPORATE MARKETING TEAM

Kate Favrow – Corporate Marketing Manager - kate.favrow@awginc.com

Provides leadership to Corporate Marketing team, presents program offerings to retailers and interfaces with manufacturer community to solicit participation in marketing programs

Andrea Garcia –Supplier Participation Specialist - _andrea.garcia@awginc.com

Presents corporate marketing initiatives to manufacturer community and creates promotional opportunities for manufacturer participation

Cara Mahon –Digital Engagement Specialist - cara.mahon@awginc.com

Monitors and manages online presence for all AWG brands, coordinates company communication to retailers

Sharlyn DeWeese – Web Designer - sdeweese@awginc.com

Designs and maintains both retailer websites as well as AWG websites and apps

Lisa Nelson – Web Design Supervisor - lisa.nelson@awginc.com

Designs and maintains retailer websites and manages retailer email accounts, coordinates the website programs

Sean Kosednar – Web Specialist – sean.kosednar@awginc.com

Coordinates web ad placement and social media maintenance for retailers accounts.

Jason Shore – Marketing Specialist – jason.shore@awginc.com

Maintains facebook pages, twitter accounts, text-message and email programs, and website content on behalf of member retailers, coordinates the online shopping programs

Jimmy Sevcik – Marketing Specialist – jimmy.sevcik@awginc.com

Maintains facebook pages, twitter accounts, text-message and email programs, and website content on behalf of member retailers, coordinates the email & text programs

Melanie Isenmann - Marketing Specialist – melanie.isenmann@awginc.com

Maintains facebook pages, twitter accounts, text-message and email programs, and website content on behalf of member retailers, coordinates the social media program

Bryan Wright – In-Store Marketing Supervisor – bryan.wright@awginc.com

Coordinates gift card programs and in-store audio offerings

Holly Tanquary – Assistant II – holly.tanquary@awginc.com

Responsible for all billing and store account maintenance

