

HYPERLOCAL MARKETING IDEA

CERTIFIED LOCAL MARKET EXPERT

Stay in Front of Your Farm Every Week

Consistent Brand Presence is a huge tool to have in your arsenal to be First in Mind in the category of Real Estate in your farm. But, it's tough (and costly) to be everywhere, right?

One place where it is affordable and easy is at a place almost everyone in your farm goes, usually once or twice a week - the grocery store! If you own the shopping dividers, you hit everyone in your farm that shops at that store, unless they're of the bag-it-yourself type.



One solution, in many states, is Safeway. Safeway is in California, Nevada, Washington, DC Metro and New Jersey, Oregon, Arizona, Colorado, and Hawaii. They also operate Vons in CA and NV, Randalls and Tom Thumb in Texas, and Carrs in Alaska. Joe Saputo with Ad Dividers can get you set up as the exclusive (every register, every divider) in a local Safeway, and if you mention CLME, you'll get \$100 off every month!

Kenny Klaus has been doing these since May 2004. The combination of brand recognition as well as brand reminders has resulted in dozens of listings. We're now trying new dividers with listing calls to action on one side and buyer calls to action on the other!

Recipe: Grocery Dividers

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Ingredients:

A grocery store that will let you pay to have ad dividers in the check out lane.

(Don't have Safeway? Go talk to the manager and be an innovator in that store!)

Directions:

Call Joe Saputo at 866-491-6948 if you have a Safeway store in your farm. He'll give you a CLME discount of \$100 the monthly charge.

Don't have a Safeway? Go visit with the store manager. Find a solution to bring extra revenue to the store and added brand awareness for you. You can order your own dividers to supply the store with, and insert your graphics inside.

DIY Dividers: <http://hutchco.com/index.php/checkout-lane-dividers>

