

# THE CONSUMER EXPERIENCE

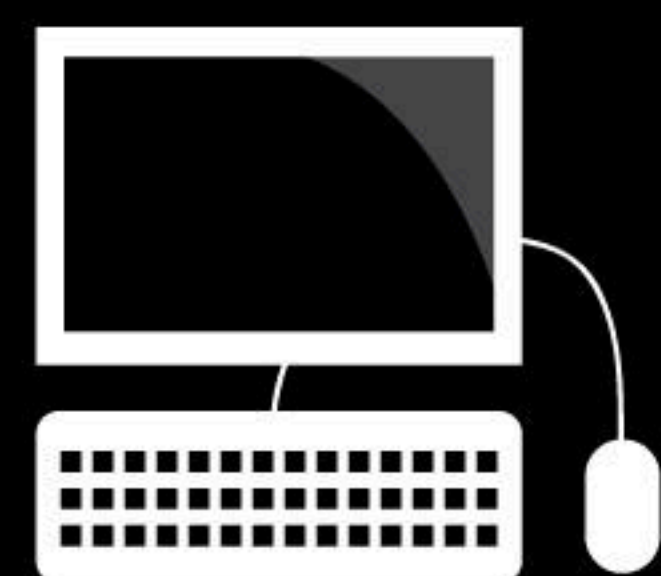


## ADVERTISING

- PRINT
- RADIO
- TV
- OUTDOOR

DIRECT MAIL

EVENT MARKETING



## WEBSITE

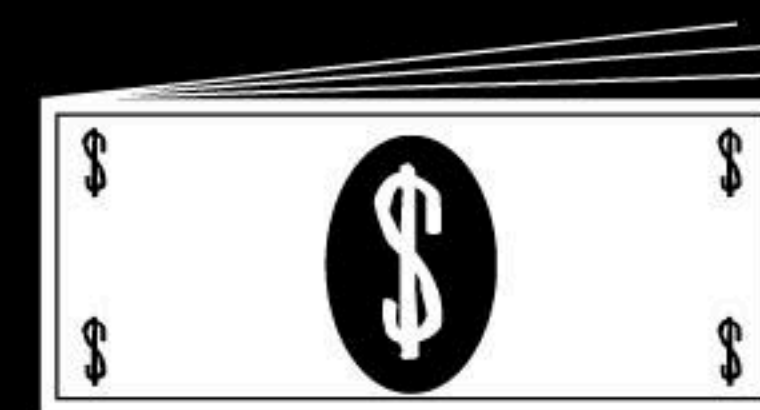
COLLATERAL

SOCIAL MEDIA

SALES TRAINING



POINT  
OF SALE  
COLLATERAL



SOCIAL MEDIA

RELATIONSHIP  
MARKETING

- VIP PROGRAMS
- LOYALTY PROGRAMS
- INSIDER PROGRAMS

POINT OF SERVICE  
COLLATERAL



SOCIAL MEDIA

REFERRAL  
PROGRAM

## MARKETING

"THE ACT OF PROACTIVELY COMMUNICATING WITH THE PUBLIC FOR THE PURPOSE OF FAME, AWARENESS, SALES, RAISING FUNDS OR BRINGING CELEBRITY"