



# WEB-IN-A-BOX

THE MISSING PIECE  
TO YOUR MARKETING



FootSteps Marketing offers Internet Marketing and Websites to all Ace retailers. Packages are built to accommodate all budgets and levels of marketing. Choose your level of web site and then choose your level of service.

STANDARD	ENHANCED	BEST PRACTICES	WEBSITE PACKAGES
<b>\$200</b> per month	<b>\$335</b> per month	<b>\$400</b> per month	<b>Monthly Plans</b> (15 month agreement)
Yes	Yes	Yes	Site Hosting, Backup, Security
3	3	3	Choice of Design Themes
Yes	Yes	Yes	Links to Facebook/Twitter/Ace Hardware
Yes	Yes	Yes	E-coupon/Email Collection
Yes	Yes	Yes	Circular Posting, Store Map, Contact Us Form
Yes	Yes	Yes	Department, Service, Helpful Tips Listing
Yes	Yes	Yes	Access to Change Content
Yes	Yes	Yes	Vendor/Product Video/B2B Login to iNet
-	Yes	Yes	Web Coupon Module
-	Yes	Yes	Featured Brands, Custom Helpful Tips/Videos
-	Yes	Yes	Multi-Store (1 - 2 stores)
-	-	Yes	Multi-Store (3 or more stores)
-	-	Yes	Vendor Showcase (multi-page vendor display w/links)
-	-	Yes	E-commerce links iNet 2.0 w/iNet 2.0 custom design
-	-	Yes	Store within Store Feature (co-brand custom design)
-	-	Yes	Additional homepage content

Choose the Service level that works best for your store and budget. You have access to all the tools you need to run your own email campaigns! Service levels range from "Do-it-yourself" to "Do-it-for-me!"

LEVEL 1	LEVEL 2	LEVEL 3	SERVICE PACKAGES
<b>\$195</b> per month	<b>\$345</b> per month	<b>\$595</b> per month	<b>Monthly Plans</b>
Yes	Yes	Yes	Site Hosting, Backup, Security
Yes	Yes	Yes	Email List Hosting
Services available \$75/hr	1 per month 5,000 emails	2 per month 10,000 emails	Email Campaigns, included
Services available \$75/hr	2.5 hours	4.5 hours	Content Updating, Site Maintenance
Yes	Yes	Yes	Group Circular Posting/Changing
		Yes	Membership in Best Practices Group: Monthly strategic webinar, monthly newsletter, collaboration, campaign development, reduced pricing on services and products
			<b>Additional Services Available:</b>
\$75 2 hrs/ \$100	\$75 2 hrs/ \$100	\$75 2 hrs/ \$100	Custom Design Web or Email, Email deployment
			Training Packages



**FootSteps**  
MARKETING

Contact: Patrick Curry

Phone: 970-672-4014 | email: pat@footstepsmarketing.com | www.footstepsmarketing.com



# WEB-IN-A-BOX

THE MISSING PIECE TO YOUR MARKETING



## What is Web In a Box Marketing?

**Fast. Flexible. Simple. Measurable. Affordable.**

**Fast:** Launch your new store-specific website within 8 weeks

**Flexible:** Set your own priorities, choose coupon items and promos

**Simple:** Pick from 3 pre-designed templates for your home page

**Measurable:** Use Google Analytics to track ROI from promotions

**Affordable:** You choose the level of investment that works for you

Behind all FootSteps websites are the professional designers and marketers whose job it is to keep your copy fresh and your coupons timely. We monitor all members' events and promotions and we share the good ideas. We are happy to address your questions and concerns. Our ultimate goal is to deepen the relationships you have with your customers and to bring more footsteps into your stores.

## Web In A Box Programs Will:

**Extend the life of your circular** well past distribution date

Provide **designed calls to action that are measurable** and convertible to your ROI

Allow you to **change content continually and inexpensively**, adjusting to what works and what doesn't work.

**Capture email addresses** from site visitors for future special promotions

**Create coupons and advertise spontaneously** to move seasonal inventory as needed

Give you a **precise analysis** of the effectiveness of your internet marketing



**"By using FootSteps Marketing we're able to have a professional online presence**

**and are able to reach our local customers quickly with different email campaigns. Through these campaigns we are able to design promotions that pertain to our customers and to what is going on in our community. The responses from these campaigns have been better than we expected."**

**Bridgett Barnes,  
Young Retailer of the Year**



**"FootSteps Marketing was speedy in getting our websites up, and they are quick to respond to the changes that we need made. We are now marketing to brand new customers effectively through email marketing and are seeing large sales increases as a direct result."**

**- Nick Kuklenski  
Mile High ACE, Denver, CO  
ACE Uintah Gardens,  
Colorado Springs, CO**



**Contact:** Patrick Curry

**Phone:** 970-672-4014 | **email:** pat@footstepsmarketing.com | **www.footstepsmarketing.com**