

## StarKart Marketing Campaign

E-mail Draft: "Remember Us?"

At StarKart we continuously evaluate and improve our offerings, in order to bring you the most effective business advertising opportunity you'll find anywhere. Given your past relationship with us, we thought we'd say hello and reconnect.

Your StarKart contract ended between 18 and 24 months ago. Now might be your ideal time to begin a new ad campaign with us, especially considering some new features we have to offer. These include:

**\*Rotation:** You are not obligated to just one store location. When you purchase at least six four-week ad cycles, you can choose a different store for each cycle, or go back and forth between a few of your favorites. This is the **StarKart Rotation Program**, designed to maximize your advertising success.

**\*Customization:** As your ad appears in multiple store locations, so too can a customized version of it. This is your chance to strategically target your message to different audiences, by changing ad copy, keywords or image to best appeal to your intended demographic at that location.

Most importantly of course, there's the matter of cost to you. We are prepared to make this simple: Come back to StarKart and pay the same price you last did. In other words, if you paid \$1250 two years ago, you'll pay \$1250 now. Same deal. Our features are new; the expense to you is not.

We will contact you by phone in 10 days time to reconnect more personally and see about getting started with your next advertising campaign. Meanwhile, don't hesitate to reach out to us sooner if you're anxious to "get the cart rolling" so to speak. In any case, we appreciate you taking this moment to remember us. We look forward to beginning the next chapter of our working relationship.

Your StarKart team,

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