



In Your Face Advertising for Pennies

Every once in a while, you run across an idea that's so effective, simple and inexpensive you ask, "Why didn't someone think of that before?" This is one of them. The best way to get people to decide on pizza for dinner is to plant your name and number in their minds when they are driving home from work and thinking about what's for dinner. To do this, you can buy expensive radio advertisements during the 5 o'clock rush or pay hundreds for billboards. Or you can spend pennies to place a little reminder in the corner of their windshields...just like the little oil change stickers that prompt you to change the oil at exactly 3000 miles.

Unlike coupons or radio advertising, Windshield Reminders® aren't a one-time pay-off that generate single sales when the customer hears the ad or uses the coupon. They continue to produce results because they are there every day saying, "Make your life easier, order a pizza instead of cooking." Not only can they serve as incentives to call your store, they could be the next generation of magnets because they stick to any smooth surface, not just metal. They are made of a vinyl cling material that can have your logo, address, phone number and a small message or tag line, and can also be printed in any combination of colors.

The Windshield Reminders® company created what could be the best and most effective way to double the frequency of existing customers by constantly putting your name, number and logo in their face. As the customer is driving home from work thinking about what's for dinner, they see your number and logo in the corner of their windshield, grab their cell phone and call in the order. Not only then, but every time they get in the car and go somewhere, there you are. The Windshield Reminder® is like a mobile billboard that costs pennies. It increases customer loyalty and customer frequency.

Some of the restaurants using Windshield Reminders® include: Applebee's, Bennigan's, Chili's, Dominick's, Little Caesar's, Outback Steakhouse, Papa John's, Papa Murphy's, Romeo's, Red Robin, Tony Roma's and Wings To Go. There aren't any hidden fees like one-time setup or plate charges. Windshield Reminders® have a one price package deal. For more information on Windshield Reminders® call toll free 1-888-941-4344 and ask for Jeff, or visit www.windshieldreminders.com .