

LOCAL STORE MARKETING GUIDE

Strengthening brand awareness through
strong community relationships





LOCAL STORE MARKETING

MARKETING THE CENEX® BRAND

Local store marketing boosts store traffic, increases sales and improves customer loyalty, all while capitalizing on the power of the Cenex® brand.

From this Local Store Marketing Guide, to templates on cenexshop.com and funding from the Cenex Ad Share program, it's never been easier to create cost-effective, timely campaigns and sales promotions for your store.

Inside this guide, you'll find important information and tools to help you develop your own local store marketing programs that will help drive traffic and increase sales. It also shares easy-to-implement strategies and examples of how they can impact your business.

ABOUT LOCAL STORE MARKETING

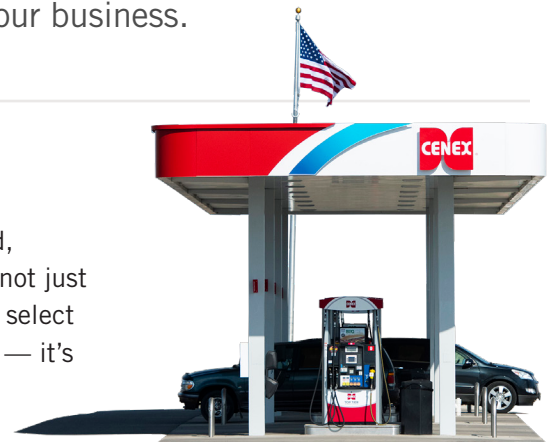
Local Store Marketing (LSM) is grassroots marketing in your own neighborhood, targeted to your community. LSM is an extension of traditional marketing. It's not just about giving something away or posting a sign that targets a few people with a select product. LSM means getting in tune with your customers and your community — it's about serving your community while thanking your loyal customers.

LSM is known to:

- Build brand awareness and strengthen your store's image within the community.
- Increase customer loyalty, strengthen relationships with regular customers and encourage more frequent visits.
- Draw new customers into your store.
- Develop recognition within the local community.

Keep in mind:

- Every community is unique.
- Well-executed LSM programs will return significantly increased profits for a relatively small expense.
- In today's business environment, LSM can be more effective and targeted than television, radio and print.
- LSM requires constant creativity and commitment.
- LSM makes your store unique.





6 STEPS TO LOCAL STORE MARKETING PLANNING

KNOW YOUR MARKET AND CUSTOMERS

Figuring out which people have the strongest likelihood of becoming and remaining your customer will help you better define your strategy. This can be done by identifying common characteristics within the group. Defining your target market before developing your marketing plan will ensure your marketing dollars are spent effectively. Before you invest any time or money in a promotion, ask yourself these questions:

Who are the potential customers? What are their ages and income levels and when do they shop? Why would they shop at your location versus your competitors'?

- **How** many competitors are in your market? What are their strengths and weaknesses?
- **What** are your desired outcomes of the promotion? Increase traffic? Increase sales? Push a specific product?
- **If** your goal is product based, what are your competitors' products priced at?

DECIDE C-STORE FORMAT

1

Based on your store's location you will be able to determine what type of c-store you have. [Navigate to page 4](#) to determine what type of c-store location you might have.

DETERMINE CUSTOMERS

2

Each store has a variety of customers, find more details on how to support each one. [Navigate to page 5](#) to learn about customer profiles.

DEVELOP MATERIALS

3

Plan ahead and allow enough time to order and receive marketing materials. Use cenexshop.com to create a wide range of advertising materials, in-store signage, promotional materials and giveaways! [Navigate to page 6](#) to learn more.

PROMOTE EVENTS

4

Getting the word out is one of the most important steps in local store marketing. [Navigate to page 7](#) to determine the best ways to promote your events.

MEASURE SUCCESS

5

Consistent tracking will help identify which LSM strategies are most effective. [Navigate to page 15](#) to learn more about effective ways to measure and track success.

LEARN ABOUT RESOURCES

6

[Navigate to page 16](#) to learn about all the resources available to help promote your local store events.



STEP 1 DECIDE YOUR C-STORE FORMAT

Deciding on your c-store format will help you in determining what kinds of LSM tactics can be pursued. Your local store marketing promotions should match the format of your location. Each store format attracts a different type of customer. For instance, it may not be worth the effort to direct people to a “Retail Store” location by sending out coupons for late night pizza specials.

1. NEIGHBORHOOD STORE



The neighborhood store is located in the heart of the community, with most customers living within a few blocks of the store. Customers make frequent visits between trips to the grocery store; they consider their neighborhood c-store an integral part of the community.

2. COMMUTER STORE



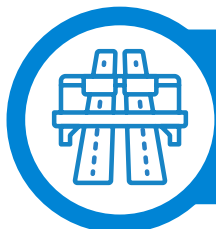
The commuter store is located on heavily traveled streets or intersections. Customers frequent this store, passing on their way to and from work, school, errands, etc. Easy in/out access is important.

3. RETAIL STORE



The retail store is located within or nearby popular shopping districts. Customers frequent these stores as part of their shopping and errands. The lunch menu is traditionally the highest volume time of day.

4. HIGHWAY STORE



The highway store is located just off the interstate or busy highway. Customers frequent this store for rest stops and to refuel with gas/diesel and food as they pass by or on their way out of town.





STEP 2 DETERMINE YOUR CUSTOMERS

CONVENIENCE STORE CUSTOMER PROFILES

Below are five key customer groups of convenience stores; which group is your primary customer base? If you are going outside your main customer base to target new customers, what group are you targeting?

Your promotions should match the type of customer you are trying to reach. LSM is part science, part research and part intuition. Once you understand your local market and customers, you will understand what their purchasing behavior is like and what motivates them to change that behavior.



INDULGER

- ✓ Not impressed by traditional c-stores
- ✓ Tend to purchase fewer items when they shop
- ✓ On-the-go; reward themselves for work
- ✓ Traditionally not loyal to a single c-store
- ✓ Trendy and enjoy gourmet
- ✓ When they purchase, tend to self-indulge, buy more candy and specialty coffee
- ✓ Less likely to have children
- ✓ More urban or suburban, age range (30-50)



SPEEDSTER

- ✓ Purchases items from various c-stores less often; buys less when they shop
- ✓ Wants to spend as little time as possible in c-stores
- ✓ Often pays at the pump, without visiting the store
- ✓ Traditionally not loyal to a single c-store
- ✓ Buys newspapers and soft-drinks/water more often
- ✓ See themselves as busy workers
- ✓ More urban, skews to younger adults (20-35)



SUPPLEMENTER

- ✓ Frequents the same few c-stores often
- ✓ Purchases many items
- ✓ Visits between trips to the grocery store for staple items (bread, milk, etc.)
- ✓ Plans c-store visits, not indulgent
- ✓ Prefers to frequent American-owned companies
- ✓ Prefers drive-through, when available
- ✓ More suburban or rural
- ✓ Skews slightly older (35-45), many have children



LIFESTYLER

- ✓ Frequents the same c-stores more often
- ✓ Regularly purchases multiple items
- ✓ Buys more food items (chips, sandwiches, donuts) as meals
- ✓ May visit the store during a break from work
- ✓ Tend to be smokers and coffee drinkers
- ✓ Impulsive buyers
- ✓ View c-stores more as a central part of their lifestyle
- ✓ Small town, suburban



LONG-DISTANCE DRIVER

- ✓ Truck drivers/road trippers
- ✓ Frequents highway stations with easy on/off access
- ✓ Attracted to well-known fuel brands
- ✓ Looks for fast food chains and easy meals on the go
- ✓ Refuels with gas or diesel, snacks and beverages
- ✓ Looks for rest stop amenities and ample parking
- ✓ Room to stretch, pet-friendly areas a plus
- ✓ Loyal to brands vs. locations, unless driving a regular route



STEP 3 DEVELOP MATERIALS

PUT A PLAN TOGETHER

Create a defined purpose that states your overall objective, target and tactics. Once you've determined that a specific LSM idea is reasonable, it's time to determine how this concept is going to be accomplished.

The **objective** refers to what you wish to accomplish and how your business will benefit. The objective could be to increase sales, increase visibility, increase profits, etc. Be sure to set a clear, specific objective that is measurable.

An example **OBJECTIVE** would be to increase store traffic Monday–Friday during the mid-day throughout the month of December.

Next is the **target audience**. Who, in particular, do you want to hit with your promotion? Defining your target market helps you define your overall strategy.

An example of **TARGETING** your audience would be: Determine your customer base is mostly supplementers. If your objective is to increase store traffic in December, becoming a Toys for Tots donation site would be timely and applicable. Targeting a group looking to do good during the holiday season such as a church, school or even a corporation would be a good place to start.

Finally, determine your **tactics**. This is where your price points and promotional items come into play. Brainstorm ideas about what you could offer your target audience, and be sure to consider the “value” expected by that type of customer. The best way to achieve your forecast is to make it happen; the key is to “push” the plan on your target through promotional items, flyers, suggestive selling, etc.

Example **TACTICS** would be: The store location is in a retail neighborhood and a prime opportunity to reach middle-aged people who are running errands and wanting to do something good for their community and children. Promotion will be pushed via radio and in-store signage. Send a press release to the local paper. Partner with a local coffee vendor to donate coffee for the promotion and offer a mid-day promotion such as: drop off a toy and get a free 16 oz coffee plus \$1 off a bakery item. This will get customers in your store and will help you do good in your community, too!. Contact Toys for Tots to be added to the “drop-off list.”

BE CONSISTENT

CHS has a wide variety of corporate initiatives to help build the Cenex brand nationally. Cenex brand and product campaigns create brand awareness for the entire Cenex store network. These initiatives set a foundation for your LSM.

When corporate marketing surrounds Cenex gift cards during the holiday season, it would be a good time to implement a variety of LSM initiatives to complement the effort and drive additional sales. One easy option would be to provide a drop-off site for a local toy drive for children in need; when people stop in your store to drop off a toy, they might see your gift card signage on display. Cashiers can use suggestive selling to encourage them to purchase gift cards. For more LSM ideas, check out pages [8–14](#).

LSM is your time to think outside the box to benefit your community and drive additional sales.



STEP 4 PROMOTE EVENTS

PROMOTING THE PLAN

Now it's time to plan how you will be communicating your plan to your audience. For best results, use a variety of different strategies to promote your LSM plan. In the holiday toy drive example outlined on page 6, the promotion is announced through radio spots, in-store signage, the Toys for Tots website and a press release. This is a good mix of both audio (radio) and written vehicles that will help reach the target market from multiple angles.

1. PUBLIC RELATIONS

Community interest stories are ideal for local media, like newspaper and radio stations, who will likely help you promote your event at no cost.

- Assemble a contact list of local editors and writers. Inform them about your promotion and how it benefits the community.
- Submit a pre-event promotion press release.
- Submit a post-event promotion release, along with a photo from your event, results of the promotion, interesting anecdotes about your experience, etc.
- Make sure to thank the community for helping make your project a success!

2. POINT-OF-PURCHASE

Educate customers and encourage them to get involved. Pump toppers and signage are great starters. Employees talking with customers and using suggestive selling can be the most effective way to get customers involved.

3. ADVERTISING

Take PR initiatives to the next level with paid advertising. Spread the word with print, direct mail and radio advertising.

4. BENEFITING ORGANIZATIONS

Working closely with the organization you're supporting helps ensure a smooth promotion and opens up more channels for promoting your event. Ask the organization what opportunities exist to communicate to their existing customers. They might be willing to promote your campaign through their newsletter, website, emails, etc.

5. COMPANY COMMUNICATIONS

Don't forget to put your own communications to use. Update your media with pertinent information on your campaign. Use on: receipt tapes, message or reader board, website, social media, newsletter, email and text marketing, sales flyers/circulars and store signage.

5 WAYS TO PROMOTE EVENTS

No matter what event you choose, make sure to spread the word in your community.

Visit cenexshop.com for customizable promotion materials!





COMMUNITY BUSINESS CROSS PROMOTIONS

One effective way to execute successful LSM is by creating community partners.

Benefits of partnering with local businesses:

- Demonstrates your commitment to your community and other local businesses.
- Creates a win-win sales opportunity for you and your partners.
- Usually can be established at little or no cost to you.
- Offers a unique way to reach new customers.

When choosing community partners that fit with your LSM plan, consider the type of products or services they offer. Determine what kind of potential customers frequent those places of business — focus on partners whose customers and employees you want to make your own.

IDEAS FOR COMMUNITY BUSINESS CROSS PROMOTIONS

01

CENEX® GIFT CARDS

Cenex® Gift Cards can be redeemed for gas, snacks, beverages and more at all Cenex retail locations. These cards are a thoughtful, convenient gift for any occasion. Selling and promoting Cenex Gift Cards can help you reach new customers, encourage greater customer spending, and increase the likelihood of repeat store visits. Gift cards and jackets are available for free on cenexshop.com.

Real estate agents and **mortgage lenders** often provide clients with a gift card after closing. Make your store the preferred fueling and convenience stop for new residents of your community by encouraging a visit as soon as they move in! Re-purpose the direct mail pieces on cenexshop.com to mail out gift cards and coupons.

Car dealerships frequently run promotions that provide customers who test drive or purchase a new vehicle with an incentive. By partnering with a local dealership you will boost your store traffic and gain another chance to earn a loyal customer.

Once you have determined who your desired partner is — reach out! Introduce yourself and the Cenex brand. Have a sales plan for your call. Describe the details of your proposal and explain how the partnership will benefit them.

The average customer who redeems a gift card spends 20% more than the value of the gift card.





02

GROCERY RECEIPT COUPONS

You present a coupon offer that will print on the back of the receipt tape from your local grocery store. This is a highly visible, repetitive and cost-effective form of print advertising.

Contact your store of choice to find out who their receipt tape advertising vendor is. Email refined.fuelsmarketing@chsinc.com for approved artwork.

03

LOCAL TOURISM GUIDE BOOK ADS

You reach visitors to your area through a trusted source by presenting a coupon offer in a local guide book.

Tourism and visitors bureaus are already working hard to encourage tourism to their region. Advertising this way provides you with a first line opportunity to reach visitors. Be sure to use the approved artwork provided at cenexshop.com.

04

REVIEWS

Websites like **Yelp!**, **Google**, and **Trip Advisor** allow customers who have visited your Cenex location to leave a review. Encourage customers who've had a positive experience to leave a review, and provide an incentive for them, such as an in-store coupon.

05

OTHER IDEAS

Other ways to support your community and promote your LSM plan.

Consider becoming a **member of your local Chamber of Commerce**. A Chamber of Commerce membership demonstrates a sense of pride in your community, and members often benefit from association with local visitors and tourism bureaus.

To enhance customer confidence in your business, apply for accreditation through your state's **Better Business Bureau** at bbb.org.

Advertise with **Welcome Wagon** to welcome new homeowners to your community. Visit welcomewagon.com for more information.





EVENT MARKETING / STORE EVENTS

Hosting an event at your store is a fun and exciting way to attract new customers or reward your existing customers. An event can be as simple or as detailed as you choose.

Benefits of hosting a store event:

- Shows appreciation for your customer.
 - Provides a chance to gain additional traffic in your store during the event.
 - Increases opportunities for return visits through bounce-back coupons or loyalty punch cards.
-

IDEAS FOR PROMOTING EVENTS

Determine the discount package or special offering

- Drawing to win free gas for a year.
- Drawing to win \$5, \$10, or \$20 Cenex® Gift Cards.
- Free cup of coffee or fountain drink.
- Free Cenex travel mug with the purchase of a beverage.
- Free hot dog with purchase of a beverage.
- Free car wash with gas purchase.
- Samples of hot dogs, pizza or other food item.
- Free balloons, coloring books or frisbees for all kids.

Get the word out

- Work with newspapers to develop a print ad schedule. Outline the dates and times of your events and special offers or coupons.
- Send a press release to your area newspapers or a direct mail to residents in the area. Press release and direct mail templates can be found on cenexshop.com.
- Inform staff about upcoming events and encourage them to promote the event to customers.
- Place radio advertising with local stations. Include store specials to draw more people into the store. If you have a website or social media, build excitement there, too.
- Consider hiring a local club such as Boy/Girl Scouts, 4-H, youth groups or sports teams to distribute flyers. Not only are you supporting your community, but you are also getting the message in the hands of your customers.
- Consider sending a personal invitation to your city officials (mayor, police, fire department, etc.). A positive impression will help secure their future business, and customers will notice respected community officials at your store.

Prepare your staff and store

- Order plenty of bounce-back coupons and loyalty punch cards to hand out on the day of your event.
- Order employee uniforms from cenexshop.com.
- Get your store in tip-top shape by spending extra time picking up trash, cleaning restrooms and stocking shelves.
- Dress up your store with Cenex pennants and balloons.
- Be sure your staff is ready to answer questions and provide top-notch customer service — for new customers, this is your chance to make the first impression that will keep them coming back time and time again.



01

GRAND OPENING OR REMODEL

A brand new or newly refreshed store brings exciting opportunities! When planned and executed correctly, this type of event can attract the interest of new customers and excite current customers. Determine the size of your event. The more involved your event is, the more customers you are likely to attract. Your event can be one day or a week-long celebration. If you choose to host your event over several days, plan activities for each day.

02

CUSTOMER APPRECIATION DAY

Show your appreciation by recognizing a specific customer group, such as school employees, health care professionals, police, firefighters, senior citizens, local employers, local sports teams or students. Offer an in-store or at-the-pump special, giveaway or grand-prize drawing for your targeted customer group. You can also give customers bounce-back coupons and loyalty punch cards to increase the likelihood of a return visit.

03

FULL SERVICE DAY

Delight customers with first-rate Cenex® treatment and the helpful attitude we are known for. During their visit, provide customers with an in-store coupon to encourage them to stop inside; a coupon that is good for a future date (encouraging them to return for savings); or a free soda, coffee or popcorn.

04

CAR WASH EVENT

Partner with a local non-profit group to give complimentary or low-cost car washes in your parking lot. This is a great way to show support for your local organizations while providing them an opportunity to do fundraising. Offer in-store coupons to encourage patrons to stop inside.

05

KIDS COLORING CONTEST

Hand out coloring pages to customers of all ages to increase the opportunity for another sale when they come back to turn it in. You can choose to have prizes for the top entries, or offer a small participation prize for each entry turned in. If you decide to judge the entries, determine if there will be age categories, age-appropriate prizes, who will be the judges and the contest deadline. Don't forget to post the winners!

06

DOUBLE PUNCH DAY

Offer double punches on your fountain or coffee club loyalty cards. This can be done monthly, weekly, or even during a certain time of the day to increase traffic when your store is usually slow.



STADIUM / SPORTS SPONSORSHIPS

Sponsoring a local sports team or venue is a great way to do something good for the community and get your name out there. A local sponsorship is an excellent strategy to increase your exposure and generate sales and stretches your advertising dollars.

Benefits of sponsoring a local team:

- Gives back to the community.
- Reminds consumers about the benefits of frequenting locally-owned businesses.
- Provides team-building opportunities.

Most sports teams will have a variety of sponsorship packages that should fit within your budget.

IDEAS FOR PROMOTING STADIUM/SPORTS SPONSORSHIPS

01 SPONSORSHIPS (GENERAL)

By donating time/product/money to support a local sporting team or community event, you will gain brand exposure. Be sure to ask about where, how and how often your logo or brand/business name will appear — if it's an exclusive sponsorship or shared with other businesses; who are the businesses that will be sharing the sponsorship and if they are they compatible with your business.

02 HOT CHOCOLATE NIGHT

Treat sports fans to hot chocolate on game night. You'll show community support and increase your store's awareness at the same time. Organize a committee of volunteers and work with vendors to donate cups and hot chocolate. Announce the promotion via signage and pump toppers and work with the local school to promote. Set up a table and signage at your local high school football game — give away free hot chocolate, coupons, punch cards, etc.

03 VENUE SIGNAGE & ADVERTISING

Reach out to your local sporting venues to see if they have any open spots to place vendor signage for a donation — some examples include: under ice logos (hockey rinks), outdoor stadium banners and ad space in a program. Contact refined.fuelsmarketing@chsinc.com to develop artwork on your behalf.

04 COUPONING ON ADMISSION TICKETS

Inquire about advertising on the back of the admission tickets with local teams and venues. Contact refined.fuelsmarketing@chsinc.com to develop artwork on your behalf.



CHARITABLE PROMOTIONS

Charitable and community-focused promotions can work well in certain markets for philanthropically-minded customers.

Benefits of hosting a charitable event:

- Gives back to the community.
- Involves employees, families, youth organizations and volunteers.
- Events can be executed at little or no cost.

Customers appreciate knowing that their purchases support good causes in the community, and it gives them another reason to feel good about filling their tanks with trusted, high-quality Cenex® fuels.

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IDEAS FOR CHARITABLE PROMOTIONS

01

FUEL YOUR SCHOOL

When customers purchase qualifying items, a portion of the purchase is donated to the school district, academic organization or athletic team. **Community message:** *Cenex® is proud to support education and serve the community by helping raise funds for our local schools. The more times you shop at Cenex, the more money donated.*

- Contact the school district to inform them of your plan and gain their approval.
- Share details such as your promotion plan, how funds will be raised, and how you'll promote the campaign.
- Ask the school what your donation might be used for and what opportunities there might be to communicate your campaign to students and their families.
- Ask your school to run an article in their communications. Post signage in the lobby promoting the campaign, etc.
- Consider asking vendors to participate. Vendor support can increase contributions of a charitable donation or help raise awareness. This also gives your customers more ways to support the promotion through product purchases.

02

COMMUNITY BEAUTIFICATION

Become a business leader in a community beautification project. By making neighborhoods look and feel better, you'll be supporting both economic development and a sense of community.

- Adopt a highway or collect trash along the roadsides.
- Plant trees in the community — check with your local DNR or arborday.org for low-cost seedlings.
- Start a new landscaping project in a part of town that needs TLC — or spruce up an older landscape with fresh mulch and new plants.
- Raise funds for a new community park or bike trail.



03

FOOD DRIVE

Your store serves as a drop-off point for non-perishable food donations, which will be donated to the area food shelf.

Community message: *Cenex® is proud to serve the community by being a food drive drop-off point for our local food shelf. You can help feed a hungry family by bringing in non-perishable items on your next visit.*

- Contact your local food shelf to inform them of your plan, get helpful advice and feedback, and start your drive.
- Be prepared to let the food shelf know when your promotion will run and how it will be promoted.
- Get their approval to use their organization in press releases, advertising and communications.
- Discuss details — such as who will transport goods from your store to their center; if collection bins are available, etc.
- Use bounce-back coupons to promote the drive and encourage customers to return with canned goods. Offer an incentive such as a hot beverage, a cent-per-gallon discount on fuel, etc. in exchange for canned goods.
- Educate customers on the importance of your cause and provide information from the 2020 studies done by the Food Research and Hunger Facts organization:
 - *Households in rural areas experienced deeper struggles with hunger compared to those in metro areas, with higher rates of food insecurity overall (11.6% in rural areas compared to 10.4% in metro areas).*
 - *1 in 7 (14.8%) households with children could not buy enough food for their families, considerably higher than the rate for households without children (8.8%).*

04

HOST A FARMERS MARKET

If you have extra space on your property or lot, start a community farmers market to drive traffic to your store and get to know your community.

05

A MILLION THANKS

Collect thank you notes from the community and mail them to members of the military. Learn more at amillionthanks.org.

06

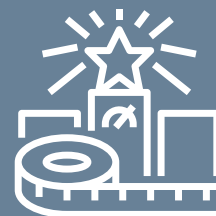
HABITAT FOR HUMANITY

Help build a home for a deserving family to show support for your community. Find a project near you at habitat.org.

07

HOLIDAY COMMUNITY CARE BOX

Help those in need who might not otherwise have a very merry holiday season by collecting new toys, hats, scarves, mittens, etc. Donate items to an area Toys for Tots or Coats for Kids organization.



STEP 5 MEASURE SUCCESS

MEASUREMENT AND TRACKING

In order to grow your business and the Cenex® brand effectively, it's important to know what's working in your market, and what isn't.

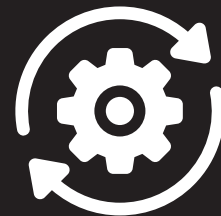
The final step to your LSM planning is to track and evaluate your campaign. Determine if your marketing plan worked as it was intended. Tracking monitors your efforts and overall response to your tactics. Collecting this information provides an opportunity to learn from promotions. Consistent tracking from program to program will help you identify the LSM strategies that are most effective.

The market is always changing. When you take the time to research and understand your community, you will realize that the market is always changing. A promotion you ran six months ago may not be as effective today. That's why measuring and tracking your marketing efforts is a vital step in the marketing process. When you see the effectiveness of a campaign is fading, you may need to dial it up a notch. Be sure to listen to your customers and employees — did something change in the market that is out of your control?

It could be as simple as the timing of the promotion. If you're targeting school kids and parents, a promotion could have very different results while school is in session versus when school is out for the summer. Keep your finger on the pulse of your neighborhood and community so you can stay on top of some of the predictable (and unpredictable) market changes. Equally as important, you need to keep analyzing the type of customer you are targeting and adjusting your LSM efforts to fit your target audience. Just because a promotion works for one group doesn't mean that it will work with a different target.

CAMPAIGN TRACKING AND EVALUATION CHECKLIST

- ☐ Ask yourself and write down what worked well and what didn't
- ☐ Keep track of all the flyers sent out and to whom
- ☐ Record the coupons that were printed and given out, and their redemption rates
- ☐ Record store traffic rates before, during and after the promotion
- ☐ Track sales numbers before, during and after the promotion
- ☐ Keep an eye on reviews on Google, Yelp! and Trip Advisor to see if there have been increased reviews. Track reviews if your store is receiving frequent responses, and improve your promotions based on that
- ☐ Ask the community what they'd like for future store events, especially if your LSM plan wasn't successful



STEP 6 LEARN ABOUT RESOURCES

SUPPORT

There are resources to help you, no matter what LSM strategy you decide works best for your store. Check out the following resources to help build out your plan.

CENEX HUB — Access all Cenex-branded product and program information for your business, including: marketing and brand support, retail initiatives, training resources, Hometown Pride 2.0, and Ad Share support: cenexhub.com

CENEX SHOP — This is your one-stop shop for Cenex branded promotions, customizable marketing materials, apparel, merchandise, uniforms, point-of-purchase signs, event marketing materials, product information and more: cenexshop.com

CENEX IN THE KNOW NEWSLETTER — Stay connected with *In The Know*. In each issue you'll find tips, relevant news, and helpful resources designed to help build sales and improve your bottom line: retail.chsintheknow.com/subscribe

CONTACT — Contact the Refined Fuels Marketing team with any questions: refined.fuelsmarketing@chsinc.com

EXAMPLE OF A POTENTIAL EVENT MARKETING CHECKLIST

4 weeks out

- ☐ Identify your target audience
- ☐ Determine your discount package or offering and order any necessary items for giveaways
- ☐ Order bounce-back coupons and loyalty punch cards
- ☐ Order employee uniforms
- ☐ Order Cenex pennants and balloons
- ☐ Order pump toppers and signage
- ☐ Schedule your advertising: Print, web, press releases, direct mail radio (ads or live remote)

3 weeks out

- ☐ Continue to build awareness through print and radio advertising and post in-store signs promoting your event

1 week out

- ☐ Send another press release to increase excitement

1 day prior

- ☐ Decorate your store with pennants and balloons
- ☐ Display Cenex® Credit Card applications to help build your cardholder base
- ☐ Get your store in tip-top shape
- ☐ Prepare your staff with knowledge to answer questions and provide top-notch customer service

During the campaign

- ☐ Keep store looking sharp and excitement up
- ☐ Spread the word on your event or partnership

1 week after

- ☐ Review metrics. Did sales or foot traffic increase?
- ☐ If sales didn't increase, what could be done for a different promotion?

4 weeks after

- ☐ Review metrics again to see if sales or foot traffic has increased, determine a new, fun LSM strategy to keep your store top of mind