



H₂O International SA

Official Store Opening Campaigns

Revised: November 2016

CONFIDENTIAL - CANNOT BE DISTRIBUTED EXTERNALLY

Dear H₂O International Franchisee

Congratulations
campaign detail
The proposal is

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Key Objectives

The aim is to drive awareness and drive customers into the new store – to build your database – and announce the arrival of H₂O International in your area.


Phase 1 – Pre-launch

The aim is to drive awareness of the new store and to increase a following on social media, especially Facebook, for future store exposure and lead capture.

Dates:

We recommend running these elements in the month leading up to the store opening.

Marketing Elements – Month Leading Up to Store Opening

Marketing Elements	Paid by Franchisee or H ₂ O International SA National Budget
H ₂ O International Website – Local Franchise page Example: http://h2o.co.za/bedfordview/	
Franchise specific local landing page design including opening details and SEO best practices	Franchisee
Social Media	
Facebook Page set up – if required	National Budget
<p>Facebook Competition with Suggested Product Like the H₂O International (Franchise) Facebook page to stand a chance to Win excluding insta the competitio</p>  <p>http://www.h2o.co.za/product/rct-deluxe-chrome-and-black-replaceable-cartridge-countertop-purifier-with-ceramic-cartridge/</p> <p>Specific competition header and advert design post for Facebook</p>	<p>Franchisee</p>
Facebook advertising spend in your area to increase Likes/Page following	Franchisee
Posts and sharing about the store opening activities - three times a week on Facebook	Franchisee

Shared automated content from H ₂ O International SA's Facebook page	National Budget
eMailers	
Store opening details and specials marketed on the H ₂ O Newsletter to over 8,700 people – distributed 3 rd week of the month	National Budget
Print	
"Coming soon" flyers for post boxes introducing the new Franchisee in the area and store opening specials	Franchisee
Banner with stand for outside the store (while the outlet's interior is being shop fitted) with the upcoming opening specials	Franchisee
Articles	
"New Store Opening Soon/Franchisee" blog on the home page of the H ₂ O website	National Budget
Link and sharing on all H ₂ O International social media including a post	National Budget

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Phase 2: Laur

The aim is to dri

Dates:

We recommend the following in the Opening Month

1. Competition Offer:

"Visit our new store for opening specials and you could win a counter top direct connection hot & cold cooler worth over R3,700. " This will build your database and give you a window of opportunity to sell an under counter purifier to people who are interested in this product.



<http://www.h2o.co.za/product/e-sd5ch-pou-economy-counter-top-direct-connect-hot-and-cold-water-cooler/>

Product Opening Specials Suggested

2. Special 1

ePCT Eco

6,000 litres

Reduced

Plus FREE

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ued at R220.

3. Special 2

PCT Portable Counter-top Water Purifier

11,350 litres of 100% purified water

Reduced to R1,465.00 - SAVE R750

Plus FREE gift of 4 x H₂O International Stainless Steel water bottles valued at R220

Marketing Elements – Phase 2

Month of Store Opening	Paid by Franchisee or H ₂ O International SA National Budget
eMailers	
Emailer to H ₂ O database in your catchment area - and any of your contacts	Franchisee
Store opening details and specials marketed on the H ₂ O Newsletter to over 8,700 people – distributed 3 rd week month	National Budget
Social Media	
Facebook advertising spend - to increase Likes and drive people into store and enter competition - 4 weeks	Franchisee
2 x Facebook ads	Franchisee
Post about the competition	Franchisee
Shared automated posts	National Budget
Facebook page exposure	National Budget
Exposure of the SA's Facebook page	National Budget
Articles/print	
Press advert - placement a few days after opening	Franchisee
Store Opening Competition Entry form	Franchisee
Store Opening Competition Poster	Franchisee
Leaflet – Now open showcasing specials	Franchisee
High resolution photographs of winner of the competition	Franchisee
Article for newspapers on the winner of the competition above	Franchisee

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Launch Event Function – 1-2 weeks after doors open

An official store opening function is very important to showcase the Franchise in the community – before, during and after the event. The following should be planned for:

- Email invitation 2 weeks prior to the opening function
- Group Event icon for WhatsApp – Franchisee to create Group
- Event creation on Facebook and share on Facebook, LinkedIn, and Community pages
- Manage RSVPs
- Follow up reminder email 4 days before
- Celebrity/community member to attend if possible
- Photograph
- Press release
- Launch event
- Liaison with website marketing material

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website
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If you would like to discuss options and costings, please email:

h2o@touchmarketing.co.za