

C&S Marketing & Advertising Services



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Overview



Groceries are Just the Beginning...

When it comes to serving independent retailers, having the right inventory is just the beginning.

In addition to supplying your store with all the products you need at the lowest possible cost, C&S also offers a full spectrum of marketing and advertising services that fit your store's unique goals, identity and marketing niche.

- C&S Advertising Program
- Signage Programs
- Websites and eCommerce
- Digital Marketing



What we do



C&S Advertising Program

C&S offers best in class services for Circular Design, Printing & Distribution

From ad item selection to getting the circular into the hands of your customers – we do it all. With the C&S Advertising Program we will create a cost-saving, sales-enhancing, hassle-free ad program to help you spend less time marketing your store and more time running it.

- Circular Design to make your store stand out!
- High-quality printing services
- The most bang for your buck with our Distribution services
- Signage to drive home savings to your customers
- Worry-free circular production
- Simplified advertising expenses





Circular Design to make your store stand out!

Let us create an eye-catching circular with exciting graphics and stunning photography to help you get across the right message for your store.

High-quality printing services

Take advantage of the C&S buying power. Through our circular program we will offer you savings not only on printing, but we will also make recommendations on additional ways to help you save money.

We offer a full range of circular paper products from cost-effective newsprint to high-quality gloss!

Get the most bang for your buck with our Distribution services

Find the best method for getting the circular in the hands of your customers to increase store traffic and drive up your sales. The C&S program helps to analyze and recommend the best options for direct mail programs, shared mail programs and newspaper insertions to target your desired demographics.

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Signage to drive home savings to your customers

Make your ad come alive across your whole store utilizing our signage programs. We offer a wide variety of signage to complement your ad from shelf signage to window posters.

Worry-free circular production

With the C&S Advertising Program we take care of everything for you. Our knowledgeable, friendly design team is here to make the circular creation process a breeze!

Simplify your expenses

Pay for all of your circular related expenses in one easy weekly payment through C&S!

From conception through completion, REAL savings from real professionals.





Customer Websites

A website provides a presence online allowing your customers to quickly and easily find out more about your business and the products and services you offer. Many customers visit a business' website before deciding to visit the physical location, making this a critical piece of capturing, and keeping, customers.

- Retailer branded mobile friendly website
- Store specific store hours, location and information pages
- Easy to use administration tools and analytic reports
- Shopping List feature (add from circular and/or type in list)
- Large database of recipes
- Ability to link to loyalty card
- Ability to link to coupon program





eCommerce

Take your grocery business to the next level by offering your customers the ability buy their groceries online!



Ecommerce can increase your share of the customer's wallet, win back the entire store and enhance customer satisfaction and brand loyalty!

Store Features include:

- Retailer branded mobile friendly ecommerce website
- Easy to use administration tools and analytic reports
- UPC level store specific inventory, with sales and promotion pricing
- Robust product database of pictures and product details page
- Ability to add store-specific specialty product to online product offering
- integrated hand held devices for scanning product

Shopper Features include:

- Specials viewable via Shopable Circular and/or Alternative Sales Display
- Shopping Cart feature with running totals (item cost & count)
- Product Search by keyword and other sorting criterion
 - Ability to create shopping lists with item level comment feature
- Access to past purchases (including in-store purchases if loyalty card is linked)
- Ability to link to online payment option (i.e. PayPal) and Social Media sites





Digital Marketing and Support

Once C&S has helped you get your website up and running, the next piece of the pie is to utilize and implement those tools that today's consumers are using most.

Email Marketing

Take advantage of the email sign-up list from your circular to communicate with your key customers!

Sending your message via email to a group of people who have opted-in to receive that message is a great way to keep in touch and let them know about upcoming sales, special promotions and events.

Mobile Marketing

More consumers are using their phones in the course of their grocery shopping than ever before. They're using their smartphones for everything from researching products, to checking prices and downloading mobile coupons along the way.

Be prepared to capture increases traffic and sales with a targeted Mobile Marketing strategy!



Signage Programs

One of the most proven methods for increasing sales lift and product recognition is using point of purchase signage.

C&S has multiple signage programs available to help our Independent retailers make sure your store is up-to-date with the latest signage and offerings, all while moving the products that are most profitable for your store's retail price.

- Compare & Save
- InsigniaPOPs
- News America Marketing
- Nutritional Tags
- ReadyFlow





Providing Products, Value, Knowledge, and Services to help our Independent, family-owned businesses grow.



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