

3 SLIDE WEBINAR

Scheduling Commercials



Scheduling Commercials

- **What you NEED to say.**
- **How many TIMES you NEED to SAY IT.**
- **How many COMPETITORS are TALKING.**
- **URGENCY.**

8 SIMPLE THINGS...

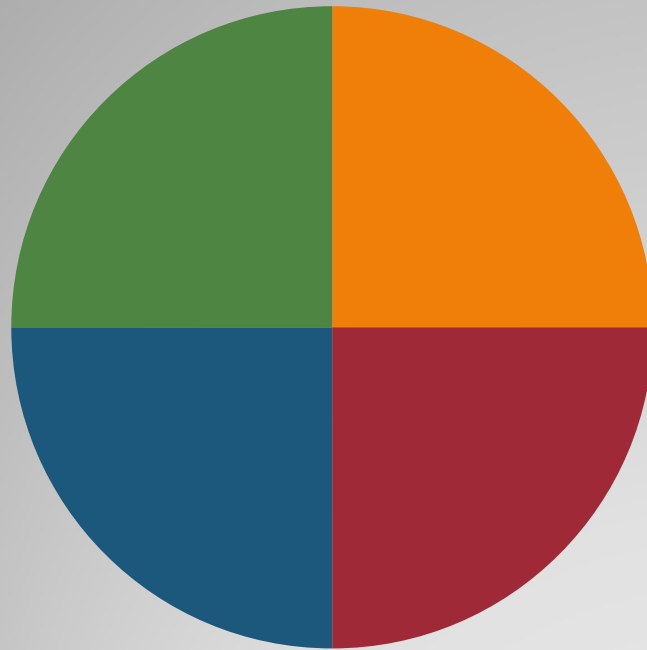
Improved Parking	
Physical Improvement	
Pricing	
Have/Participate – Events	
Selection / Products	
Advertise / Promote	
Hours of Operation	
Customer Service	

1

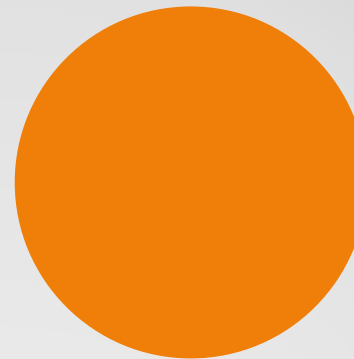


TALKIN' – Share of Voice

2



- HAMBURGER 1
- HAMBURGER 2
- HAMBURGER 3
- HAMBURGER 4



■ PORTA JOHN

SECRET LEVEL BONUS SLIDE

REACH AND FREQUENCY

3

