

Simplify + Grow

Building your special-order
cake business with the right
omni-channel marketing
approach!

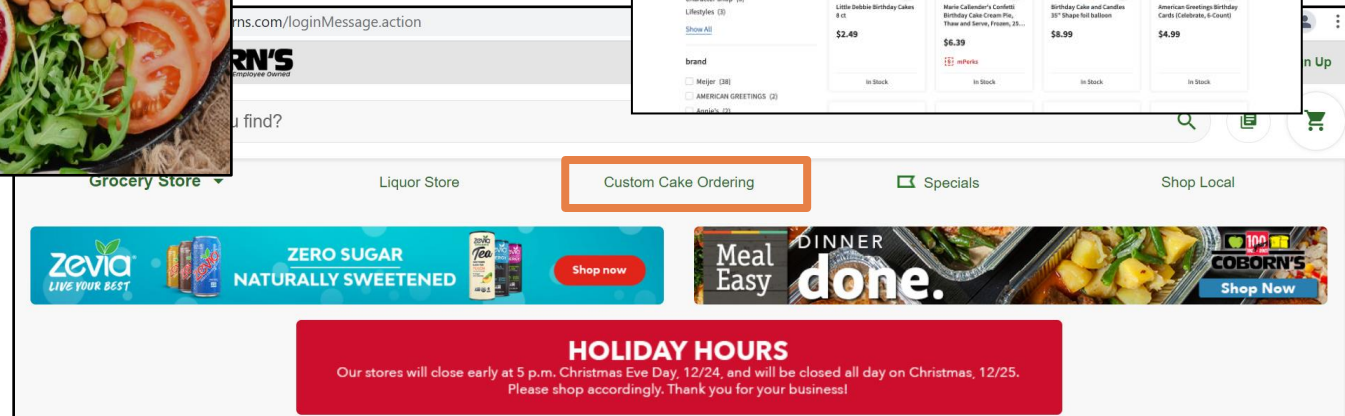
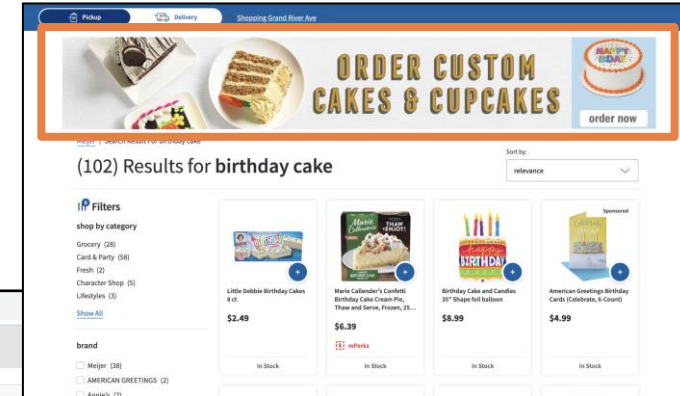
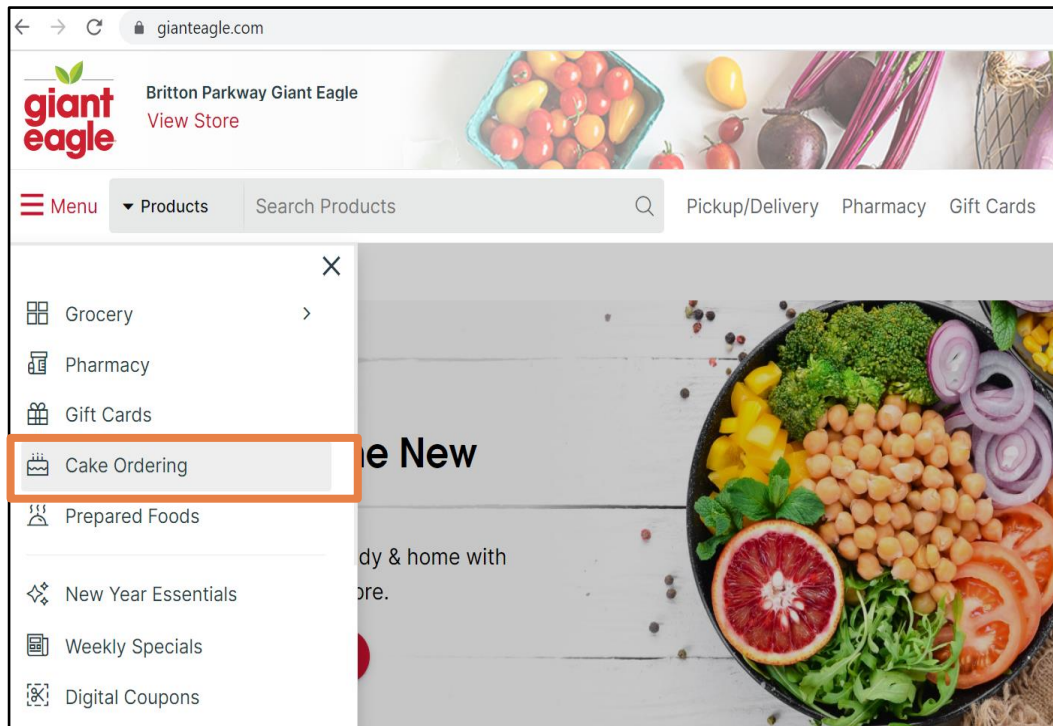


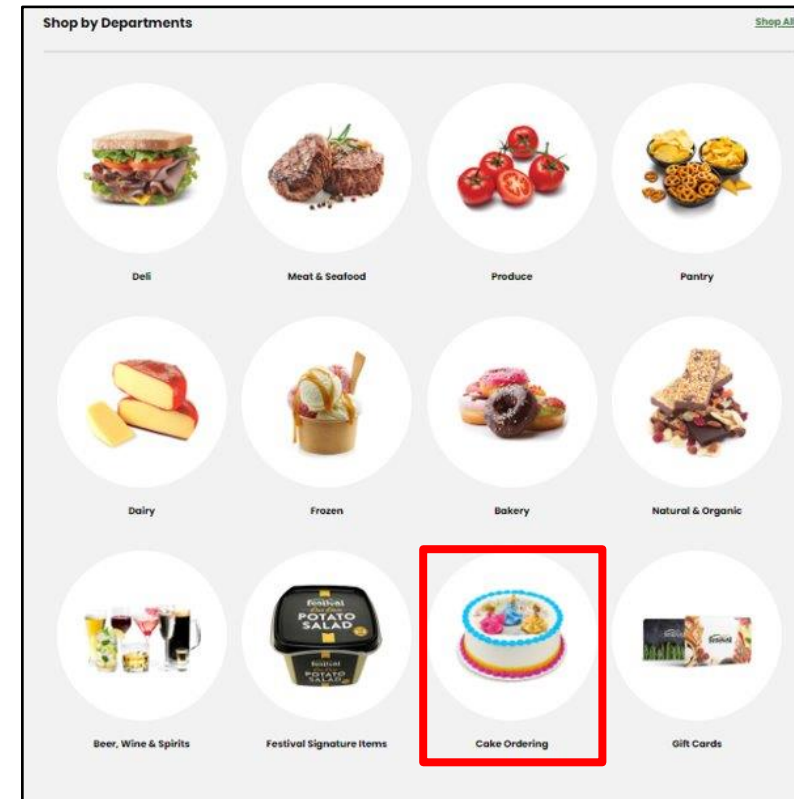
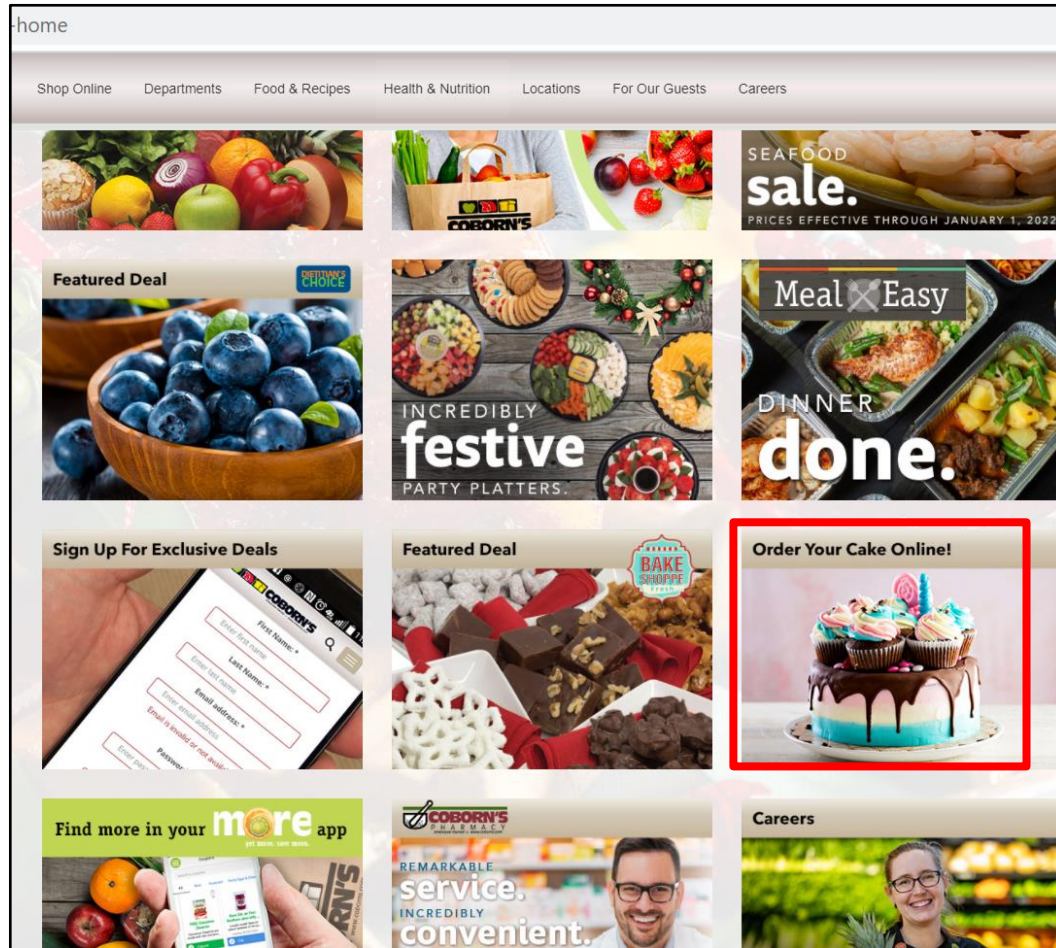
- Represent Special Order Cakes with banners within your current shopping experience.
- Market to specific customer groups thru targeted email promotions.
- Leverage Social Media to increase customer awareness.
- Cake search navigates your customer to online cake ordering

The screenshot shows a website banner for Decopac. At the top, it says "Bring Your Sweetest Ideas to Life" and "Create beautiful and delicious personalized cakes for birthdays, weddings, and every other occasion you wish to celebrate." Below this, there are two buttons: "Cancel Market District" and "Select Your Store". A "Design Now" button is also visible. To the right is an image of a rectangular cake with a photo of three people on top. Below the main heading is a section titled "How to Build a Custom Cake" with three numbered steps: 1. Personalize (Choose your size, flavor, filling and frosting. Want a custom photo on your cake? Just attach the image!), 2. Time to Create (Let our expert Bakers & Cake Decorators work their magic.), and 3. Pick it Up (Choose a date and time and we'll have it ready for your party!). Below this is a video player titled "Watch How Easy It Is to Order" showing a hand using a smartphone app to order a cake. The video player has a red background and the text "An easier way to order cakes" and "simply pick your cake". At the bottom of the banner, it says "Delicious Decisions" and "Choose from dozens of options to make a custom cake that truly takes the cake."

- Call to action visible to customer across all shopping platforms.
- Highlight Special Order cakes in your feature section on your home page
- Highlight top selling cake designs. 25% of cakes ordered include a customer's personal photo.
- Use Video banners to engage customers

Place a link on your home page, in the drop-down menu, hero banner, footer, etc. the more exposure the more traffic you will see.



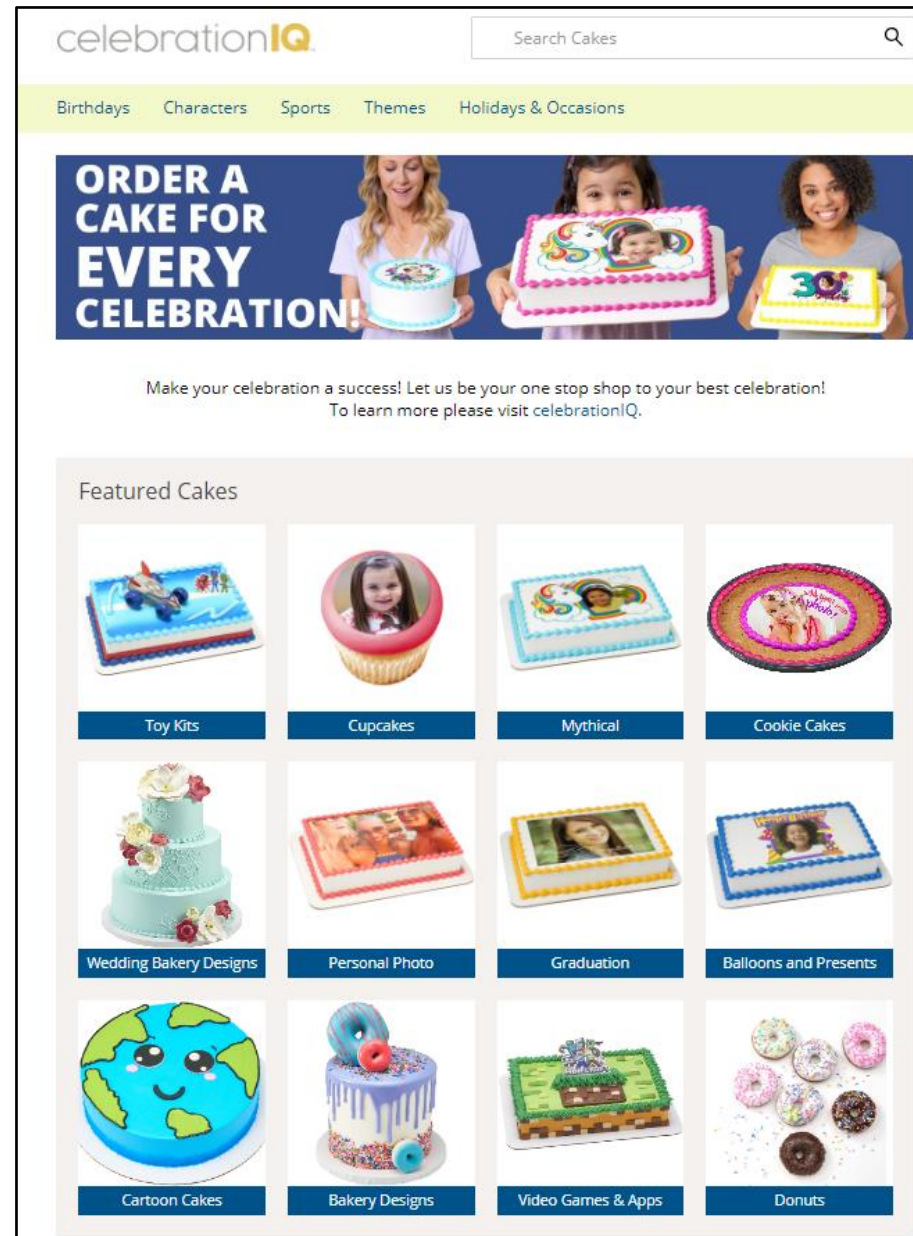


Connecting with your customers thru social media and emails.

- Identify your target audience
 - Email your loyal customers at the beginning of their birthday month by creating valuable content.
 - Program ideas around Holidays that allow you to target specific customers
- Encourage interaction by promoting how easy it is to add their favorite photo to a cake.
- Provide valuable content: offer discounts, information, helpful tips on creating the perfect centerpiece to their celebration.
- Use Clear Call to Action so you can measure success.

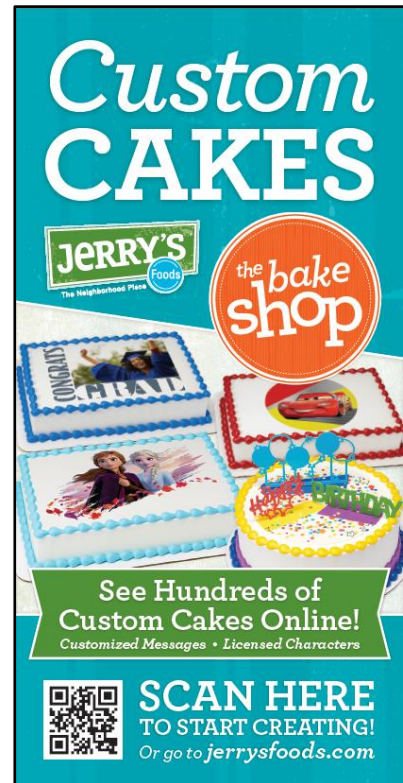


- Managing feature cakes to represent seasons, best selling designs, current promotions and more to increase conversion.
- Insights to stay on trend and drive current programs.
- Engage customers to customize their design to create the perfect cake for their celebration.



- Add your own style to match your current eCommerce experience.
- Update your hero banner and welcome message to engage your customers in current trends and programs.
- Feature top selling cake designs and programs specific to you.

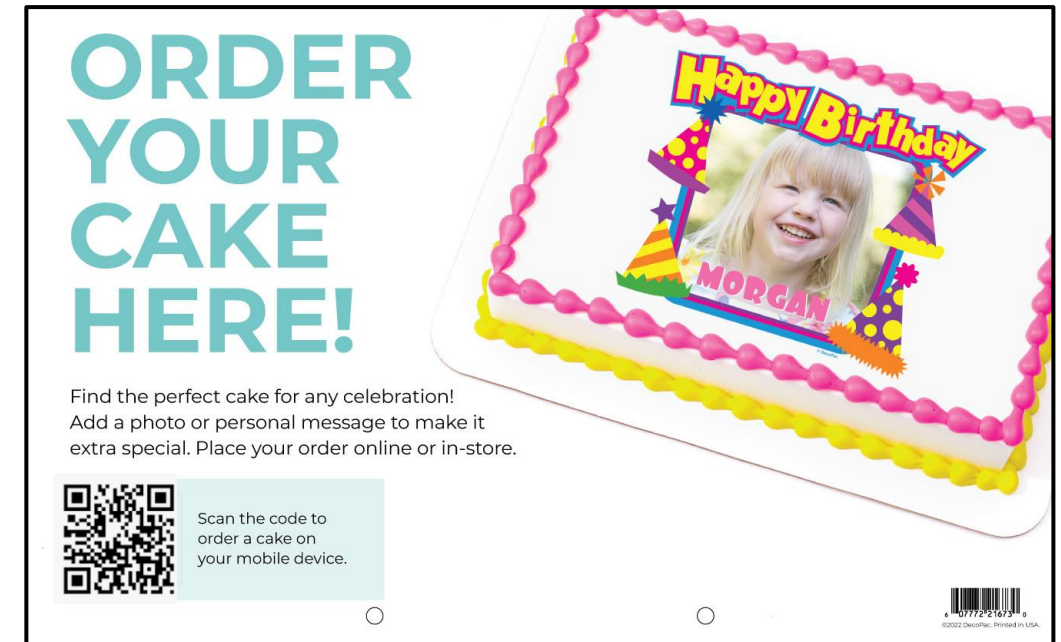
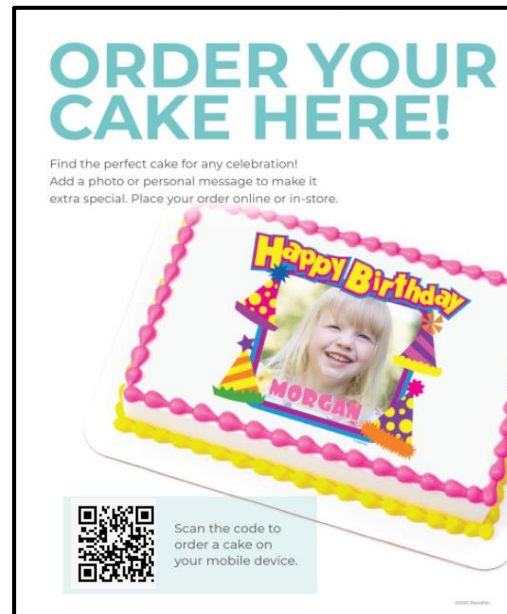
- Promoting the ability to ordering online in store helps save your decorator's time!
- Allow your customers to order cakes when a decorator is not available right from their phone in store.



- Promote online cake ordering in your store with our FREE signs allowing your customers to scan the QR code and order right from your site!
- The Magic of Cakes® Stand can be used on your current cake book stand.
- The counter card can be used on your bakery counter or use to promote cake ordering in other departments like Deli or Catering.

ORDER NOW ON DECOPAC.COM
or by calling 1-800-DecoPac

- Item #28322 The Magic of Cakes® Stand Header Card with QR code specific to your location*.
- Item #28324 Counter Card with QR code specific to your location*.



In Store kiosks allow your customers to order from your in-store device.

