



Delivering Pre-Booked Revenue

ROI: 250% - 650% | Average Cost Per Reservation: 15%

Off-Air Marketing

2019

About Us



OAM is a team of marketing professionals serving clients in the off-air parking and parking category for over 20 years.

- We specialize in:
 - Database consolidation and management
 - Unlocking the value of that data
 - Strategically leveraging the data to build your business
- We create email marketing programs that build valuable long-term business with the existing customers
- We deliver a seamless program with exceptional ROI, client service and satisfaction

"I've been working with OAM's founding team for 15+ years, since my days at Avistar. They've always delivered solid business thinking, added-value, and ROI driven results."

Rick West, Managing Partner
West FSI



What We Do – Leverage A Hidden Asset... Your Data



We unlock and monetize the value of your customer data.

- Off-air operators often have multiple databases and customer lists...
 - NetPark transactional customer lists
 - PPC lists
 - Customer service response lists
 - Pre-paid reservation lists
 - Frequent Parkers Club members
- We'll consolidate those lists and convert them into one single, powerful database
- We develop offers based on identified segments in the database and your business goals
- Then we create an Email Flight Program that delivers pre-booked reservations revenue



The Email Flight Program



Here's how we develop your Email Flight Program:

- Review your website to assure brand equity and design consistency for emails
- Receive your marketing collateral and components and optimize them for web and email delivery
 - logo and brand specific art
 - market specific images
 - location information map/directions images
- Create a series of six (6) Email Flights customized with your logo and corporate information and offers that meet your business needs
- Set up the Email Flight schedule/calendar and coordinate approval with your team
- Send pre-approved Email Flight offers
- Learn which offers perform best and tune your program with each Flight
- Report the results and update the database



OAM Integrates With NetPark



We work with the power of NetPark software to create results driven Email Flights. Here's how:

- Email Flights are linked directly to NetPark landing pages for customized pre-paid reservations
- Pre-paid reservations are tracked and reported for each mailing and offer
- Email Flights often include links to other pages on your website
- OAM provides seamless client consultation and service

"Bill and his team are very creative and easy to work with, and they provide a big bang for my buck, with reporting and analysis to back it up."

Brian West, President
Park-N-Go Airport Parking Inc, Dayton



How it Works – OAM Performance Driven Fees



OAM fees are dependent on client success.

- Two low fixed fees:
 - \$500 One-Time Program Set-Up
 - \$350 Per Email Flight – Minimum Six (6) Email Flights
- One lost cost variable fee based on pre-booked reservations:
 - \$5.00 Per Pre-Booked Reservation
- Low fixed fees assure that OAM costs are tied directly to pre-booked reservations and revenue
- That's why OAM Email Flights can typically deliver ROI's of 250% to 650%+

"We carefully reviewed the performance of the email marketing program from Off-Air Marketing. It delivered a trackable and measurable topline of over 4X our program cost. We conservatively calculated our overall ROI at 405%. We're very happy."

Mark Paulsen, President (2018)
Park n' Jet, Salt Lake City



Take A Look – Actual OAM Email Flight Results

One-time Set Up Fee

\$500

Income & Costs

Examples are based on actual OAM email flights. Client income & costs based on pricing in this presentation.

Note: One-time Set Up Fee is not reflected in the examples.

	<u>Example 1</u>	<u>Example 2</u>	<u>Example 3</u>	<u>Example 4</u>
Email Flight – Mailing List Count:	14,729	27,580	14,568	5,926
Email Flight – # Pre-Paid Reservations:	109	334	22	277
Email Flight – Pre-Paid Revenue:	\$7,151	\$13,194	\$1,784	\$10,849
OAM Per Email Flight Admin Fee	\$350	\$350	\$350	\$350
OAM Per Reservation Fee – \$5.00	\$545	\$1,670	\$110	\$1,385
<u>OAM Email Flight – Total Cost:</u>	<u>\$895</u>	<u>\$2,020</u>	<u>\$460</u>	<u>\$1,735</u>
Results: Income – Cost - ROI				
Total Client Income Per Flight:	\$7,151	\$13,194	\$1,784	\$10,849
Average Income Per Reservation:	\$66	\$40	\$81	\$39
OAM – Cost as a % of Gross Income:	13%	15%	26%	16%
<u>OAM – Email Flight ROI:*</u>	699%	553%	288%	525%
* (Gross Income – Mailing Cost)/Mailing Cost				



Next Steps



Let's get your OAM program off the ground. Shoot us an email (or just give us a call)

We can have OAM driven revenue booked for you next month. Reach out today.

Visit:

<http://www.offairmarketing.com/>

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