



SOCIAL SHELF

SELL SMARTER!

**POWERED BY:
AMERICAN TECHNOLOGY**

WE UNDERSTAND YOUR PAIN...

The Social Shelf app helps overcome the sales, marketing and advertising challenges that most small and mid-size businesses face:

Smaller marketing budgets

Lack of salespeople

Costly advertising options

Competing with larger brands

Difficulty growing brand loyalty

Limited shelf space availability



This inexpensive marketing technology is ideal for helping small and mid-size businesses get attention from consumers while they are shopping in the aisles!

...THIS IS HOW SOCIAL SHELF CAN HELP

✓ **Provides** brand advertising at a fraction of what traditional mediums cost

✓ **Eliminates** ad fraud, since only engaged consumers can activate it while shopping

✓ **Markets** to consumers while they are in the aisle making a purchase decision

✓ **Measures** the engagements and exactly which messages are seen

✓ **Supplies** meaningful information to consumers that request it

✓ **Offers** no clutter from other advertiser's messages

✓ **Guarantees** you only pay for ads that are delivered

✓ **Delivers** total transparency on consumer engagement

✓ **Assures** no chance a message is missed or ignored through its on-demand messaging system

✓ **Allows** a message to be changed frequently and say more than traditional forms of media



HOW DO I GET STARTED?...

STEP 1: SELECT PRODUCT(S), LOCATION(S) AND CONTENT

Talk to the team at Social Shelf to discuss the product(s) you are considering, the number of locations you would like to use Social Shelf and the content you would like to share:

CONTENT EXAMPLES INCLUDE:

- Branded Video
- Fact Sheet
- Ingredients
- Audio File
- Nutritional Info
- Coupon
- Recipe Options
- Food Pairings



STEP 2: CUSTOMIZE YOUR PRODUCT PAGE

Work with a specialist from Social Shelf who will build your custom product page and develop your corresponding QR code.

INCLUDE ANY OF THE FOLLOWING:

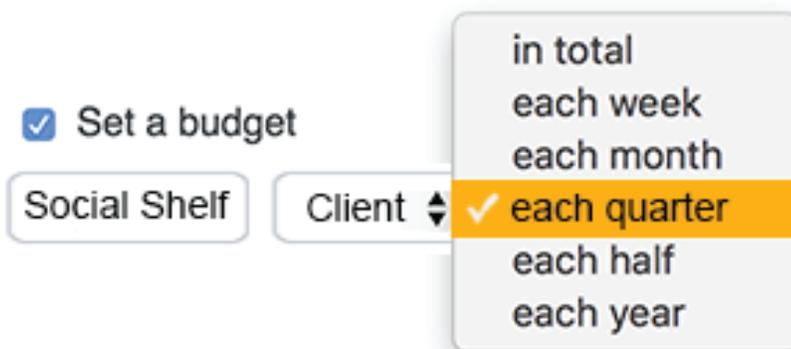
- Logo
- Brand Color Scheme
- Content
- Website Link
- Social Media Links
- Coupon

SCAN QR FOR A LIVE SOCIAL SHELF PRODUCT PAGE.



STEP 3: SET YOUR BUDGET

Social Shelf maintenance programs start at \$2,000 per quarter. Monthly engagement budgets are set by you. Financial control is in your hands, your budget will never be exceeded!



STEP 4: YOUR CAMPAIGN GOES LIVE IN STORE

Coordinate with store location(s) to have your custom shelf tags placed with your product on the shelves in the aisle.

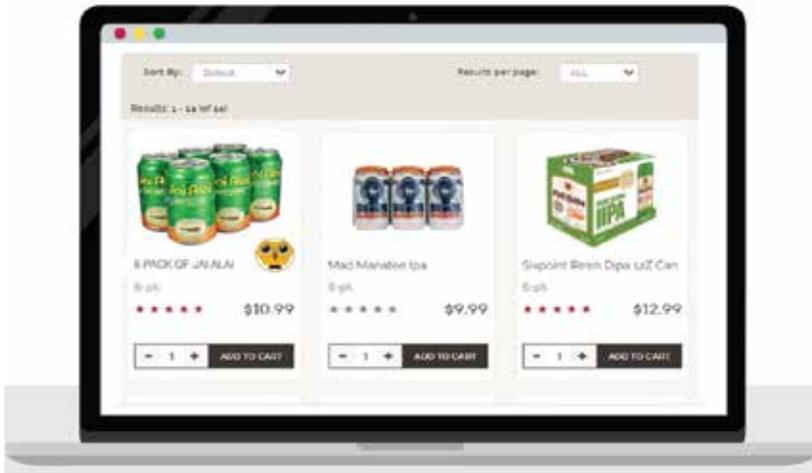
Consumers are now able to download the Social Shelf app or use their phone's QR reader to scan your custom QR, receive your brand's message and even share it on their social media accounts.

"It's like having a salesperson in every aisle"

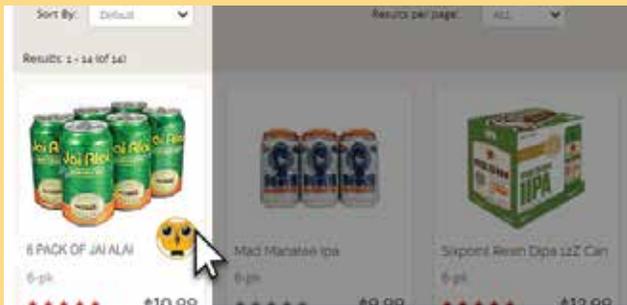


HOW DOES SOCIAL SHELF WORK ONLINE?

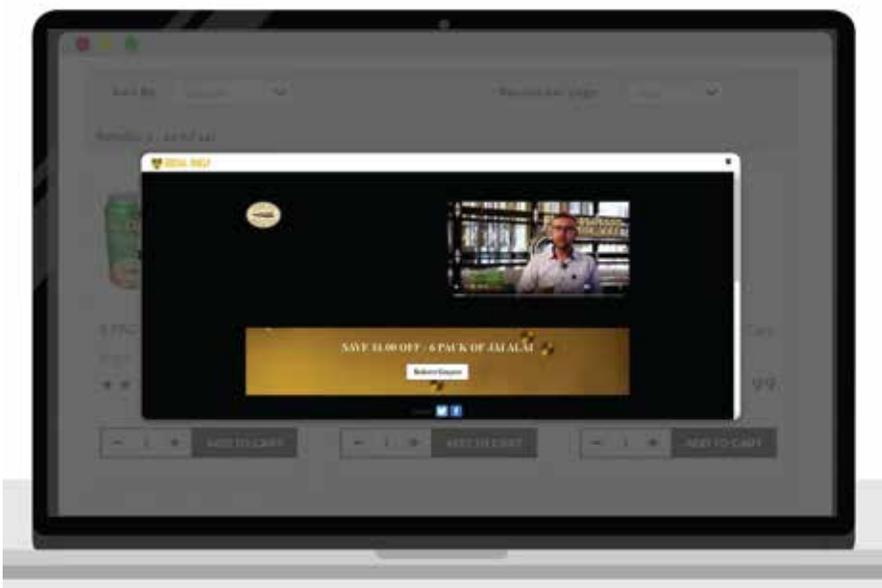
Social Shelf allows consumers to personally engage with your products online, similar to the instore version.



On e-commerce sites, an “Owlvin” icon is inserted next to your product, signaling to a consumer you are a participating brand.



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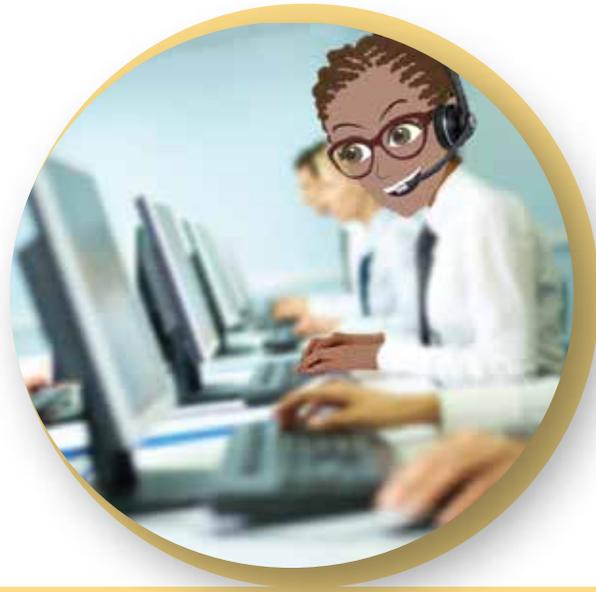
Content examples include:

- Branded Video
- Ingredients
- Nutritional Info
- Recipe Options
- Fact Sheet
- Audio File
- Coupon/Rebate

Step 1: Select Product(s), Location(s) and Content

Contact the Social Shelf Team. Explain your circumstances, and they'll walk you through the entire process and determine the proper solution.

NOTE: If the product is one that is already set up for instore use, the same content can be used online.



Step 2: Get Your Unique Product Code

Brands and even websites can be highlighted individually or combined, depending on your circumstances.

Step 3: Retailer Approval Needed

If a retailer is not on our pre-approved list, we will need your assistance securing them. In-store and online retailer permission is necessary prior to Social Shelf engaging your products.



SEE YOUR RESULTS...

See your consumer traffic in a monthly report as well as review your current budget standings:



SOCIAL SHELF

Report

September 01, 2020 - September 30, 2020

Month	Views	Cost	Monthly Fee
September, 2020	182	\$16.48	\$600.00
Total:	182	\$16.48	\$600.00

Post ID	Page Title	Views	Cost
19935	YOURCOMPANY HERE	70	\$10.50
19599	COUPON PAGE	55	\$5.50
19664	REGISTRATION PAGE	53	\$0.00
19711	ABOUT PAGE	4	\$0.48
		Cost per Views	\$16.48
		Fee	\$600.00
		Total	\$616.48

Evaluate your results to determine your ROI and how you want to optimize your current campaign.

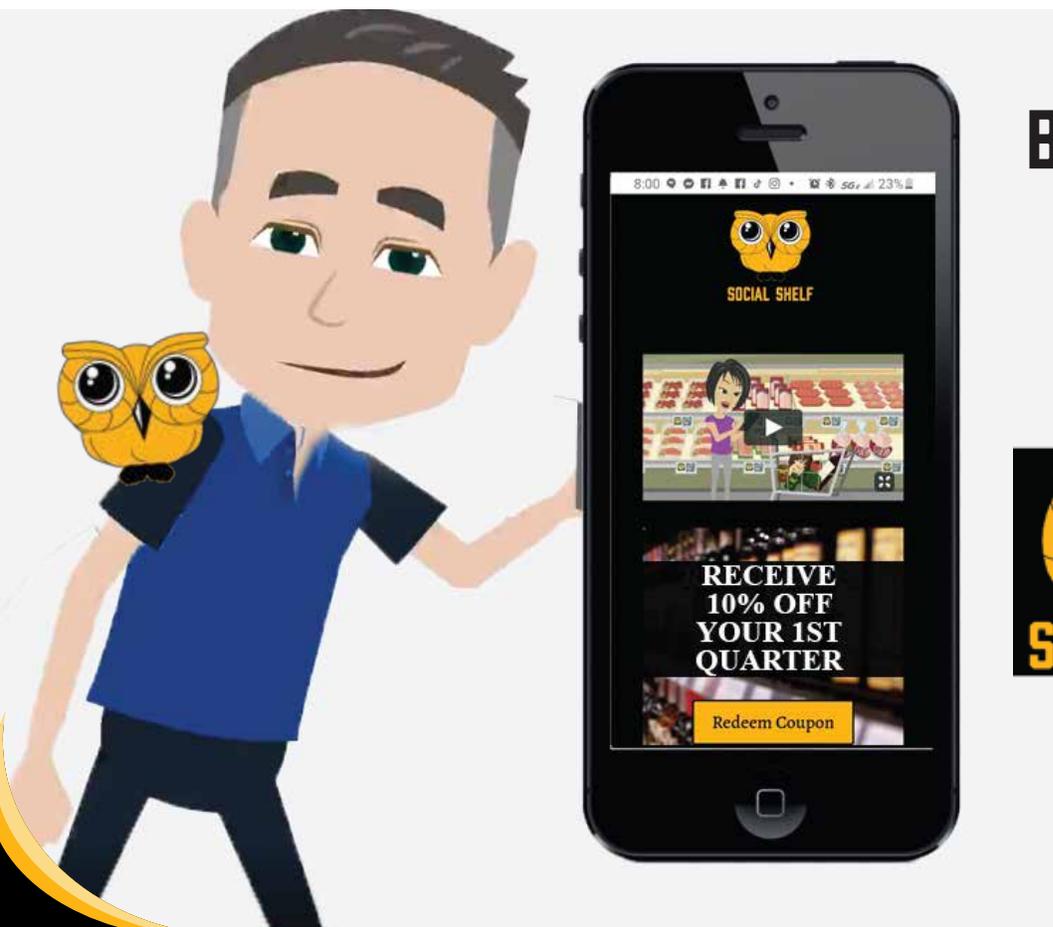
Social Shelf offers the flexibility to make changes and update your products each month to keep things fresh and continue getting the attention you deserve. Retargeting options may be available for future advertising campaigns.

DON'T WAIT ANY LONGER...

With 50% of shoppers remaining uncommitted while shopping, Social Shelf will empower your brand by delivering the content you choose, to consumers while they are in stores deciding which brands to purchase.

Use Social Shelf as a complimentary tool to your existing media efforts or as a standalone medium to get your marketing started.

GET STARTED TODAY!

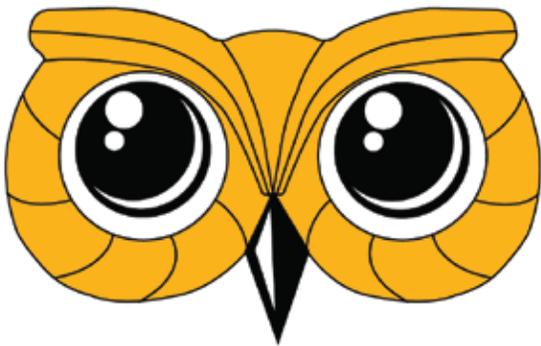


**SCAN THE QR
BELOW TO RECEIVE
10% OFF OF YOUR
1ST QUARTER!**



THANK YOU FOR CONSIDERING

SOCIAL SHELF



SCAN QR TO GO TO SOCIALSHELF.NET

CONTACT US:

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TROOPER, PA 19403**

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