

RAPIDS

**CO-OP
ADVERTISING
PROGRAM**

2023

**PRINT MEDIA,
ONLINE ADVERTISING
& MORE**

SERVING YOU SINCE

1936

CONTACT:

Catalog@RapidsWholesale.com

800-472-7431

DEAR MARKETING PARTNER:

Thank you for your consideration in participating in our CO-OP Advertising Program. We at Rapids & Affiliates take great pride in all of our marketing efforts. Our combined assets for all of our divisions have the potential to place your brand and products in front of the eyes of hundreds of thousands of potential customers.

We are excited to promote your products, grow sales, and strengthen our partnership throughout the course of this program. We are committed to spotlighting the benefits of your brand using both our web and print marketing strategies.

It is our goal to work with you to make sure equipment and supplies are noticed through all of our digital and physical channels. Your contributions go a long way in achieving that goal. Together, I'm sure we will find a path to grow revenue and create new brand advocates for our mutual benefit.

In this packet you will find the basic participation levels we recommend to our vendor partners along with a brief description of the services offered at the level. We encourage you to review and select the most appropriate plan relative to your marketing budget. Should you desire services beyond our core benefit tiers, I would be happy to discuss those with you as well.

Let's go sell some stuff!



PAUL ADAMS

MARKETING DIRECTOR

PAUL.ADAMS@RAPIDSWHOLESALE.COM

RAPIDS

1936
OUR FIRST YEAR
IN BUSINESS

PRINTED ADVERTISING

91,000
CATALOGS PRINTED
IN 2022

ONLINE ADVERTISING

1,574,802
PAGEVIEWS IN 2022

306,587
PRODUCTS SOLD
IN 2022

580,861
ONLINE USERS

RAPIDS 2023 CO-OP
ADVERTISING PROGRAM

CO-OP ADVERTISING PROGRAM

WEB MARKETING

In terms of web marketing opportunities, positioning your products online through a variety of channels provides great growth potential through increasing brand recognition and an ever-expanding customer base. These channels include SEO-friendly product pages, comprehensive PPC or CPC advertising campaigns through Google, newsletters, blog posts, video promotions, on-page digital banner ads, and more.

Along with our in-house marketing strategies, we are always receptive to ideas from your marketing department or sales team regarding product promotions or featured benefits.

PRINT ADVERTISING

Our elaborate printed direct marketing strategy utilizes both comprehensive customer analysis based off of years of sales history, as well as targeted new customer prospecting.

Our 2022 beer specialty catalog and quarterly sale catalogs are all assembled with a focus on positioning brands based on their participation level and relevance. For our retail store, we mail out promotional mailcards. These efforts both reach thousands of customers a year!

In addition, we regularly add sales flyers to purchases that go through our warehouse to expand product awareness.

4 PARTICIPATION LEVELS

BRONZE

Products are placed on our website & catalogs

SILVER

Priority placements, products in marketing efforts, branding on site

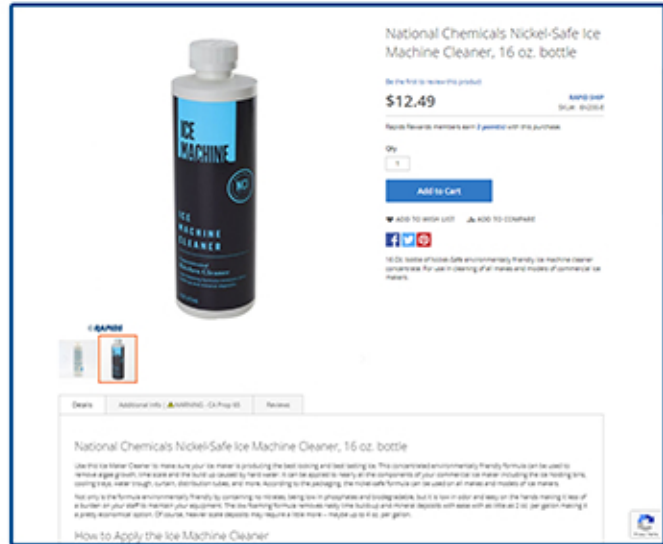
GOLD

Features on blogs & newsletter, potential cover feature

PLATINUM

Marketing increase in videos, photography, SEO searches, & more

PRODUCTS INCLUDED ON OUR WEBSTORE



Product pages on our e-commerce websites dedicated to your products, complete with images and descriptions. Customers all over the USA will be able to view and order the products.

PLACEMENT OF PRODUCTS IN OUR CATALOGS



Product placement in the spreads of our seasonal catalogs, mailed directly to potential customers.

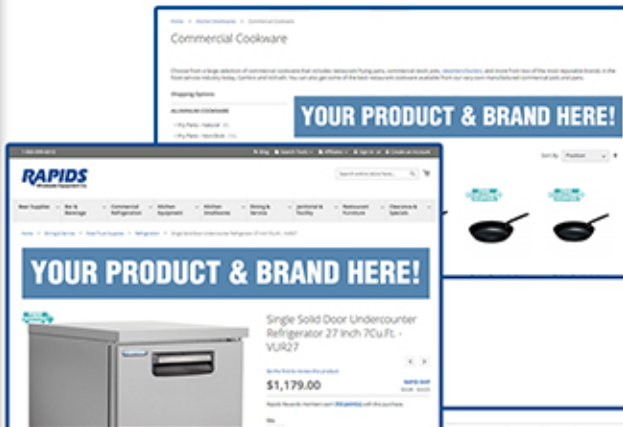


**PRODUCT SPOTLIGHT
POSTS ON OUR BLOG**
& increased exposure
in our newsletters



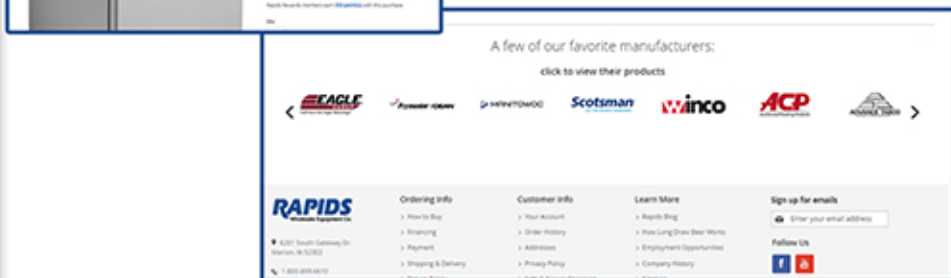
We reach thousands of customers weekly (if not daily) through our blogging and E-newsletter campaigns. Our talented team of writers and artists creatively bring to light new techniques and clever solutions to foodservice providers while suggesting the most appropriate tools for the job. These stories are shared through our multiple websites and several email and newsletter campaigns.

**BRANDED BANNERS
ON WEBSITE**



Periodic banner ad placement. Goes on the top of relevant category and product pages. Can also go on main page of website.

**LOGO PLACEMENT
ON HOMEPAGE
VENDOR BANNER**



**PRIORITY CATALOG
PLACEMENT**



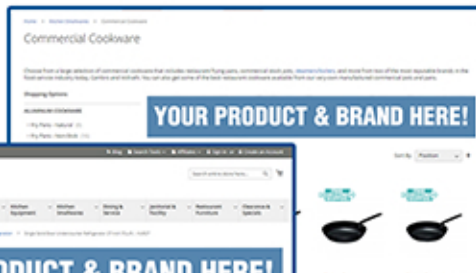
Best products may get priority placement in our seasonal catalogs
Prominent logo usage
Colored backgrounds to highlight products
'Rapids Recommends' and 'Best Value' badges when applicable

PRODUCT SPOTLIGHT
POSTS ON OUR BLOG
& NEWSLETTER
FEATURES



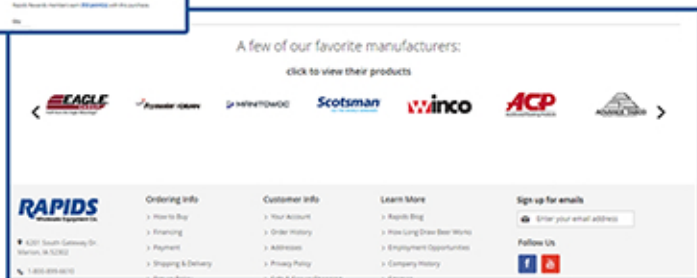
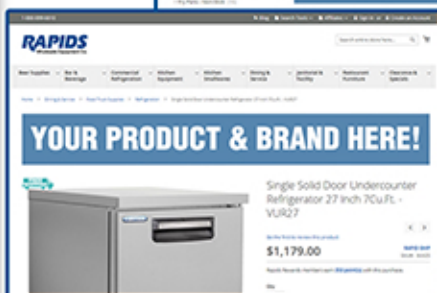
We reach thousands of customers weekly (if not daily) through our blogging and E-newsletter campaigns. Our talented team of writers and artists creatively bring to light new techniques and clever solutions to foodservice providers while suggesting the most appropriate tools for the job. These stories are shared through our multiple websites and several email and newsletter campaigns.

FEATURES ON FLYERS
SENT OUT WITH
OUR SHIPPED ORDERS



Periodic banner ad placement. Goes on the top of relevant category and product pages. Can also go on main page of website.

BRANDED BANNERS
ON WEBSITE



LOGO PLACEMENT
ON HOMEPAGE
VENDOR BANNER

PRIORITY CATALOG
PLACEMENT
POTENTIAL COVER
FEATURES



Best products may get priority placement in our seasonal catalogs. Prominent logo usage
Prime locations
Colored backgrounds to highlight products
'Rapids Recommends' and 'Best Value' badges when applicable

**SAME PERKS AS GOLD,
IN ADDITION TO:**

**POTENTIAL BRAND
PAGE IN NAVIGATION**

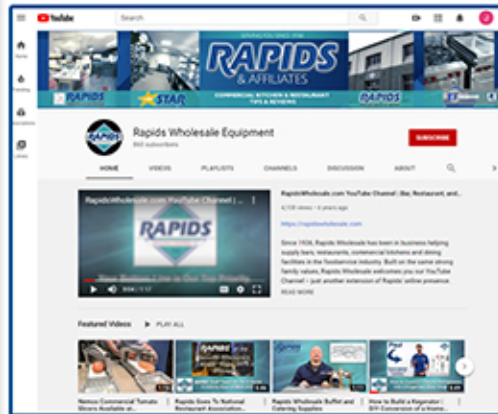
**INCREASED REFERENCE
IN BLOG & NEWSLETTERS**

**RE-WRITE OF PRODUCT
PAGES WITH SEO
RESEARCH**

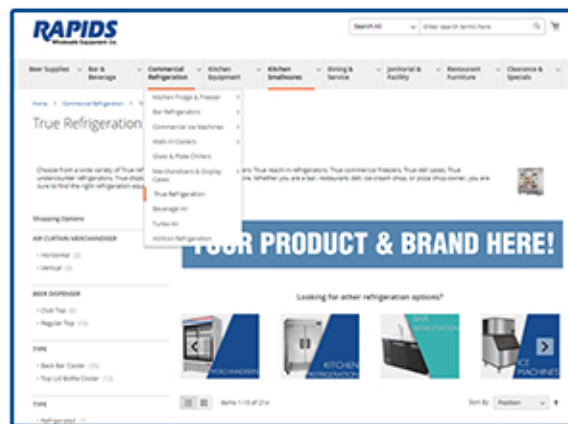
**SALES CAMPAIGN
INITIATIVES**

**PRODUCT
PHOTOGRAPHY**

RAPIDS 2023 CO-OP
ADVERTISING PROGRAM



Video and possibly Rapids branded video production for marketing on product pages, blogs, Rapids YouTube Channel and other social media and in-store closed circuit TV.



Potential for Dedicated Brand Page in Main Navigation (dependent on number of skus)

Dedicated product sprints to re-write product pages based on SEO search term research

Closer co-ordination with Rapids Marketing Staff and Participating Vendor Marketing staff to execute on sales campaign initiatives



Dedicated allocation of still photography staff and resources for multi-angle product photo capture (if stocking product on site)

RAPIDS

RAPIDS

Wholesale Foodservice Equipment



CONTACT:

RapidsWholesale.com
Catalog@RapidsWholesale.com
800-472-7431

Rapids Wholesale
6201 South Gateway Dr.
Marion, IA 52302