



Getting Started with the Local Store Marketing Guide

Thank you for purchasing the Local Store Marketing Guide! The following document explains how to get up and running with the basics of the system as well as what tasks need to be completed prior to creating your LSM plans and tracking sales and trends. You may send any questions about any steps below to support@neighborhood-marketing.com.

Step 1: Software Installation

Downloading the software from the Internet

If you haven't done so already, click the download link for the software that was specified in the LSM Application Email and save it in a temporary folder on your computer. You will need an archive program to unzip this file – there are many programs out on the Internet but we recommend using WinZip. You can download a trial version at <http://www.winzip.com>. Instructions are provided with the trial version. Extract the LSMGuide.zip file to a temporary folder.

Step 2a: Installation from Download

Go to the temporary folder where you extracted the setup files and double click on the file called SETUP.EXE. The installation process will begin. During the installation, complete any information that is required and, if prompted, reboot your computer after the installation is successfully completed.

Step 2b: Installation from the CD

Insert the CD into your CD-Rom tray. The installation process will automatically begin. If it doesn't automatically begin, look for the SETUP.EXE file and double click it. During the installation, complete any information that is required and, if prompted, reboot your computer after the installation is successfully completed.

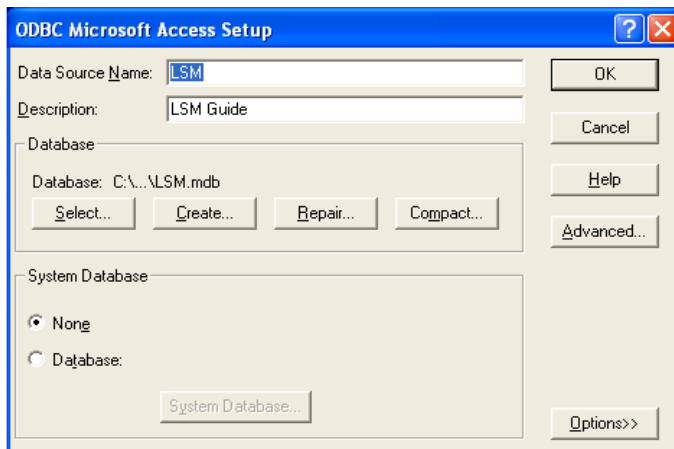
Step 3: Unlocking your Software

On the first start up of the Local Store Marketing Guide, you will be reminded to enter in your "Unlock Code" that was provided in the LSM Application Email. You must enter your unlock code, save it, close the software and then restart it for the settings to take effect. Click on the Unlock Code button, enter the code and save it. The program will tell you if this was successful.

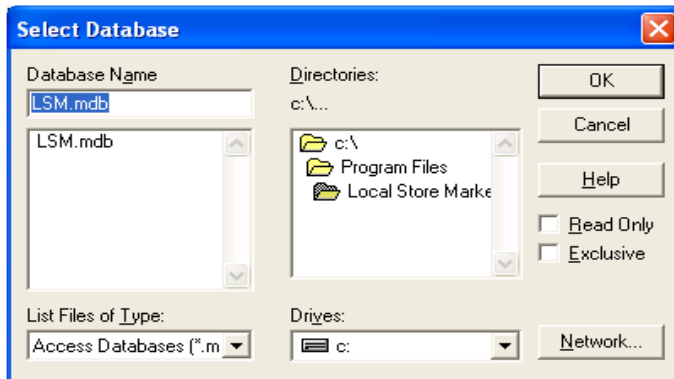
Step 4: Connecting to the Local Store Marketing Database

The application will setup up the 'behind the scenes' settings, however, you will need to tell the program where the database is located. The database is located on your computer in the C:\Program Files\Local Store Marketing Guide\ folder and it's name is lsm.mdb.

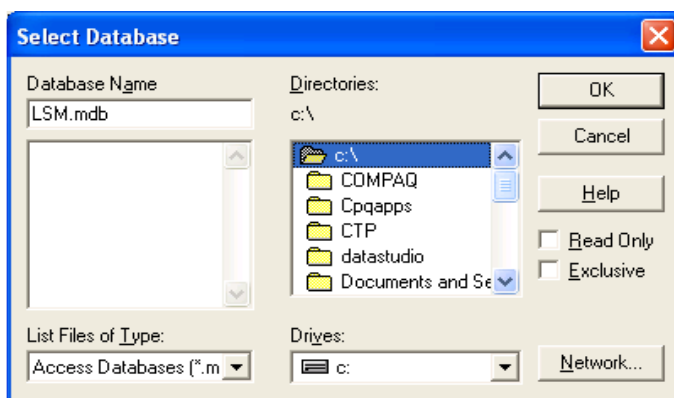
Go to the menu bar on the main menu and select 'Start', then 'Add Database Connection'. Windows will automatically begin to create the connection for you.



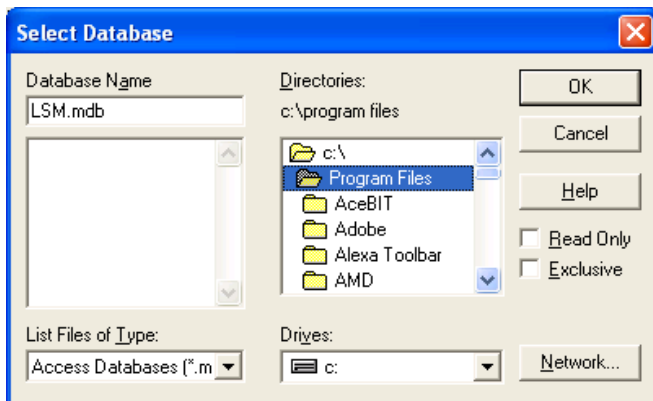
Click on the “Select” button to navigate to the LSM database (LSM.mdb)



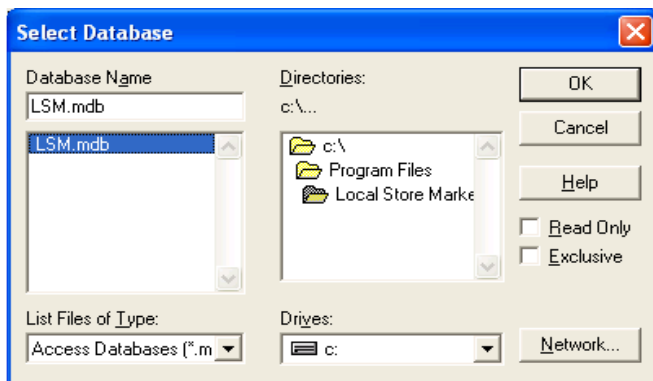
If windows not open up to the correct directory (as shown above), click on the “C:\” in the directories box:



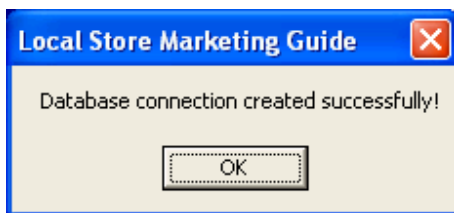
Then, using the scroll bar, scroll down to ‘Program Files’ and click Program Files:



Then, using the scroll bar, scroll down to the “Local Store Marketing Guide” folder and click it.



You will see the LSM.mdb file. Click it so that it is highlighted, as above, and then select “ok”. Then to confirm the selection, click “Ok” on the main screen.



The system configuration is complete!

Step 5: Loading your information into the Local Store Marketing Guide

There are several areas in which you will want to enter information about your store, ie, store address, employees, partners, promotional codes, etc. These are called the master files and are used in the system on your lsm plans and daily sales. Here is the suggested order in which you should enter your master files.

- a) Store Information
- b) Team Members – you should add the hourly rates of your team members in here so that the LSM Plans can track the cost of each step along the way. Since this is an open application (no passwords to login), this sensitive data may not want to be entered if you plan for your team members to also use this software on your computer.



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- c) Partners – Partners is more thoroughly described in the Overview section of the application, but these are those groups in your trade area that you will be creating plans with for LSM. This information is used on your LSM Plans for tracking purposes.
 - d) Promo Codes – These are codes defined by you that you will add on your daily sales tracking to specify what sales were generated with the promotion code as well as what the promo or discount amounts were. You can specify 'dollar' amounts or 'percent' amounts. Percents should be entered as 20.00% for twenty percent (not .20).
 - e) Overview and Agenda – Review these modules for more detailed information about how to enter data as well as the + 100 LSM Ideas. The Agenda module is a training plan for a designated LSM employee or contact.
 - f) LSM plans – Time to get to the heart of the matter as the next step is to begin creating your LSM plans. You will specify a Plan ID, a Partner and your objectives as well as the line details will allow you to specifically spell out the plan, step by step, assign accountability as well as calculate labor and material costs.
 - g) Price Points and What If? – These two modules give you a similar flavor to calculate a pricing strategy based on your average food cost per menu item, labor, variable and fixed expenses for new LSM promotional prices points and codes.
 - h) Lastly, as you start to implement your sales and marketing plans, take a look through the various analytic reports. These are helpful for “seeing” the trends up close.

Again, thank you for purchasing the Local Store Marketing Guide. You may send any questions about any of the steps above to support@neighborhood-marketing.com.

LSM Solutions