



### Welcome to \_\_\_\_\_ .CA

We are your number one source for information on liquid refreshments for all social occasions. Whether it's a quiet night at home with a new special friend or a family gathering, \_\_\_\_\_ .CA can help you create the perfect drink.

With a comprehensive online database of drinks, you can offer more than the regular glass of wine or beer. Our database has a selection of more than 10,000 mixed drinks. Choose the browse drinks selection and you can look at an exotic variety of drinks and the ingredients to build them. Picture in your mind, how much fun it would be planning a party with a 1940's Hollywood theme and then finding ten different recipes for daiquiri's. Now you have created the drinks but one guest requests a martini instead. In an instant you can go to search drink and find out what is necessary to

build the perfect martini.

Another great feature at \_\_\_\_\_ .CA is the members section. Here you can create and maintain your own personalized database of favorite drinks.

\_\_\_\_\_ .CA has it all. We are your perfect bartender at home, always ready to help host your social gatherings.

**Cheers!**

Hi Dom,

Here is the letter for the marketing manager at the LCBO. Good luck with the plan. Format it on your letter head and make sure you call and get the gentleman's name.

### **Picture Your New Promotion As LCBO Profits Increase Overnight!**

Dear Marketing Manager,

Does the prospect of increased traffic at the LCBO outlets appeal to you. Of course it does. As the proprietor of [www.\\_\\_\\_\\_\\_.ca](http://www._____.ca), I've got a plan that will increase business. Picture for a moment, this scene at any LCBO outlet. A regular customer comes in to purchase his weekly case of beer. Upon stepping up to the cash register, he notes a creative postcard with a mixed drink on the front. Turning the postcard over, the customers see a word he loves, "FREE." The postcard briefly details how your customer can go to [www.\\_\\_\\_\\_\\_.ca](http://www._____.ca) and access a free data base of mixed drinks. Taking the postcard home, your customer heads to the website and is amazed to find a data base of over 10,000 drinks of every nature. Each drink can be sorted by name, category and a rating. All in the click of a mouse, your customer holds the knowledge of a professional bartender.

Mr. Marketing Manager, I believe with conviction...that your customer will use his new found knowledge to improve all his social gatherings. Instead of just picking up his

regular six pack of beer, your customer becomes Mr. Social. He scours the LCBO to find all the ingredients for the latest trendy cocktail, daiquiri or martini. His family and friends that then gather for a birthday party or barbecue, will be thrilled by the drink options now open to them. In turn, they will become more regular customers of their local LCBO.

Traffic increased dramatically at the LCBO. It's a concept that I would love to discuss with you in person. I will follow up with a phone call in order to book an appointment with you....I'm positive that you will be excited by the postcards I'll be bringing to our first meeting.

Sincerely,

Dom