

1. Database

Opt-in E-mail Marketing

•The major advantage of e-mail marketing is the ability to distribute information to a wide range of specific, potential customers at a relatively low cost

•It allows an advertiser to “push” a message to a specific audience and **bring them to a website.**

•Can track open rates and actual web-clicks to your clients website, **web-clicks can be tracked via the clients back end web analytics.**



2. Advertisement

When Was the Last Time You Were in Palm Springs?

[CoachellaFest Music Festival](#)
April 16-18

[Stage Coach Country Music Festival](#)
April 24-25

[Annual Elvis Honeymoon Weekend](#)
May 1 & 2

[Arthur Lyons Film Noir Festival](#)
May 13-16

[Palm Springs Restaurant Week](#)
June 4-13

[Palm Springs International ShortFest](#)
June 22-28

Only two hours from Los Angeles, [Palm Springs](#) is the ultimate desert playground for outdoor adventure, arts and culture, dining and nightlife. Soar to the top of Mount San Jacinto on the Palm Springs Aerial Tramway, hike ancient palm groves of the Indian Canyons, or take an off-road adventure to Joshua Tree National Park or the San Andreas Fault. Shop retro and antique boutiques and galleries, explore world class art collections, take a celebrity and architectural tour, then dine alfresco amidst the vibrant village scene, or try your luck at the 24 hour downtown casino. Play and stay at more than 130 hotels including luxury resorts, mid-century modern retreats, boutique inns, vacation home rentals and condos. Stay in Palm Springs as low as \$50 a night... Find travel deals online at [www.VisitPalmSprings.com](#)

3. Delivery

BISTROKA
Japanese Cuisine

Full Sushi/Yakitori Bar • Private Dining Room • Full Bar & Lounge

Lunch Specials 11:30-4pm Daily
Comes with Salad, Miso Soup & Rice

Sun-Thurs 11:30am-10:00pm
Fri-Sat 11:30-11:00pm

1/2 OFF Sushi Every Day! (Selected Items, Excludes In-Cooking)

Click Here
to print out coupons for weekly specials

Join Us Nightly in the KA Lounge!
KA Specials 7pm-Close

Happy All-Around Monday
Happy Hour in the Bar/Lounge Restaurant
Tuesday-Sake Night
Half Off All Sake Drinks
Friday & Saturday
Extended Happy Hour (9pm-Close)
for Westfield Topanga & Employees
Buy One, Get One FREE
Sunday: Happy All Day!

(Wet Drinks, Draft Beer & Glass of Wine)
Raptor Photo courtesy of @KAL1570
KA Specials, Topo & Chicken available at the bar and lounge only

Inside the Westfield Topanga Mall
2nd Level, near Target, Suite 2010A
Entrance From The Overgrowth Parking Lot

[www.bistroka.com](#)
818.340.1300

Club Red

RED HOT SUMMER NIGHTS
have arrived... come *Feel the Heat*

Starting June 4th! - Friday & Saturday Nights

All Outdoor & Lakeside Venue • DJ • Dancing • Go-Go Dancers
VIP Fire Pit • Private Parties • Bottle Service • Free Parking

Text "ClubRed" to 84700 for Promotions
Info/Bottle Service: 678-854-2508
Find us on Facebook - ClubRed
Follow us on Twitter! @ClubRedLA
[www.RedRestaurant.net/ClubRed.html](#)

Located at
PACIFIC PALMS
GOLF & CONFERENCE CENTER, 57A
City of Industry, CA



Consumer



Mobile

4. Reporting/Analysis



Business

- Branding
- Immediate sales
- Web Presence
- Drive traffic to your site