



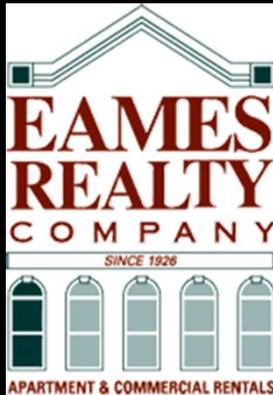
The Town of Littleton, NH in partnership with the Littleton Area Chamber of Commerce invite you to an information and resource session for local businesses to discuss Buxton's LSMx product.

Thursday, April 4th
Littleton Opera House Tower Room
(two sessions available)

Session 1 – 9am
Session 2 – 12pm

Please RSVP at littletonareachamber.com/events

Made Possible by generous donations from Woodsville Guaranty Savings Bank and Eames Realty Company.



Build Your Local Business With Buxton

From Buxton, the experts in retail, we are pleased to introduce LSMx to help towns with their business retention efforts. LSMx is a local store marketing tool that tells businesses WHO their customers are, WHERE those customers live and allows business owners to target those customers with marketing campaigns. Through a partnership with Buxton, you can provide local business owners with LSMx to enhance the vitality of local business.



Assist your local businesses with:

- Understanding who their customers are
- Seeing where potential customers live
- Marketing their business

As town leaders know, a thriving retail sector is vital to the overall health of a community. While a big part of maintaining a growing business community includes recruiting the right retailers for your town, an equally important mission is business retention — keeping and growing existing retailers and restaurants in your business community.

PUT CONTROL IN THEIR HANDS

Providing a subscription to LSMx to a business owner gives them access to see which customers are most likely to buy their products and how far they are willing to drive to visit their store. This data is visualized on a map, so they can fully understand their market.

EVENT MARKETING

LSMx allows the user to select what types of events are most important to their business. Business owners can easily see the events happening around their store on the map in LSMx. Running marketing campaigns during events is a great opportunity to promote their business when there will be additional foot traffic in the area.

BECOME A MARKETER

Finding new customers is the #1 problem for small business owners. With LSMx a business owner will be able to see where their customers live and can create customized advertisements to bring new customers through their front doors.

