



Welcome to LSMx, an easy to use marketing platform!

Congratulations! The Stephenville Texas Economic Development Authority has authorized the use of \$500 to be used towards the Local Store Marketing (LSMx) platform powered by Buxton. This simple but powerful solution allows you to easily see and understand:

- Where your best potential customers are located
- How many of your best potential customers are in and around your service area

With LSMx you can create and send 6 different types of ads quickly and easily, taking only minutes of your time. You can target potential customers with any or all of the following marketing channels: Direct Mail, Email, Facebook/Instagram, Google Ad Words, Mobile Banner Ads. To start placing campaigns, please follow the steps below:

1. First, [click here](#) to watch this short video to see how it works.
2. You will receive a registration email with a link to the platform. You may need to check your spam folder if you do not see your registration email right away.
3. Then, register your complimentary subscription at the [link here](#) (Google Chrome recommended) to get started and set-up your account.
 - a. You will be asked to enter your name – first and last name are required
 - b. You must use the **SAME** email address as your registration email
 - c. Please create a unique password. Password Requirements: At least 8 characters, a lowercase letter, an uppercase letter, a number, no parts of your username
 - d. License code: **XXXXXX**
4. On the next screen, you will need to enter your email as the username, then the same password created in step 3. Now, you will add your business information and go through a short tutorial.
5. Users must utilize the **entire \$500 at once** and schedule the ads during one check out process. Note that you will be required to put in your credit card information in case the cost of what you place goes over. There will not be any charges if under the \$500 and there will not be any refunds on cancelled ads.
 - a. \$500 coupon code: SEDA500
6. The ads can only be placed a minimum of 10-days and a maximum of up to 30-days. **IF YOU DON'T PLACE THE ADS** by 9/30 you will lose your \$500 in LSMx executed campaigns.

If you have any additional questions about LSMx, please reach out to Cheyenne Robinson at Crobinson@buxtonco.com.