

# Arett Sales' Spring & Summer 2010 E-Blasts



One of the most powerful marketing tools available today...  
It's easy, affordable & immediate!

## E-Communications: How Does It Work?

### #1 – DECIDE ON A SCHEDULE UP FRONT

Consistent, scheduled communications strengthen relationships with your customers. Send it as often as you can make it important to the readers! Developing a regular schedule will familiarize customers with the frequency of your email newsletter. Don't overdo it. Many send it weekly, some bi-weekly – minimally, once a quarter keeps you in touch with your subscribers.

### #2 – DEVELOP A GOOD LIST

You get the names & we provide point-of-sale materials to help gather names. We will teach your staff how to increase subscriptions. We maintain your database & process subscribes & unsubscribes.

### #3 – PLAN YOUR CONTENT

We work with you to develop a strong plan of action!

Planning your content & focus ahead of time makes it easier for you to develop your campaign & stay on schedule.

Check your calendar. Talk to your customers.

Outline the important topics & approximate time frames. Consider special events, holidays, sales, infestations, etc.

You select the topics, we write the content & will insert your own articles, specials, coupons, etc.

### #4 – BUILD IN CUSTOMER PARTICIPATION

Let your customers know that you are not only interested in their feedback but are willing to act on it by offering the content or information they ask for. This builds stronger relationships & loyalty.

Take online surveys & in-store surveys.

Put a suggestion box at the counter alongside your email sign-up list or add an option on your website for customers to submit an idea or question.

Include an open-ended question at the end of every email marketing communication asking, "How are we doing?".

YOU  
RUN YOUR  
BUSINESS WHILE  
WE BUILD YOUR  
MARKETING!



## E-BLASTS

The Arett Sales' Garden Center News program is your bridge to more sales from more customers.

### #1 – BASIC PRE-SET E-BLAST

(MINIMUM 6-PACK PACKAGE)

- Single page blast to a customer's list from a selection of templated e-blasts
- Add a custom header & footer
- Header colors change with the season
- Upgradable to a custom e-blast, when needed

### #2 – CUSTOM E-BLAST

(MINIMUM 6-PACK PACKAGE)

- Single page blast to a customer's list created specifically for you

Email us today for quantities and pricing by clicking this area!

Digital marketing tools designed to be affordable, effective solutions to help you grow your business.



## E-NEWSLETTERS

We provide interesting, relevant articles that meet your customer's needs.

### #1 – BASIC E-NEWSLETTER

(MINIMUM 4-EDITION PACKAGE)

- Standard 4-article newsletter
- Select from over 1000 pre-designed & written pieces
- Add a custom header & footer
- Emailed to a customer's list

### #2 – PREMIUM MONTHLY E-NEWSLETTER

(MINIMUM 4-EDITION PACKAGE)

- Custom newsletter with articles written & photos selected for you & archived for future use or posting on your website.

Email us today for quantities and pricing by clicking this area!

## Low Cost – High Rate Of Return!

Deliver professional-looking communications to a targeted, segmented, permission-based list of recipients with a goal of building relationships with your customers, past & present.

We will create a professional email marketing look with powerful, effective content that will accommodate your logo, articles, links, promotions, coupons, & more.

### You will have an e-newsletter that...

- ✓ Stimulates customers to garden season-long
- ✓ Promotes events
- ✓ Rewards loyal customers
- ✓ Reminds past customers to feed, prune, & plant
- ✓ Takes one transaction customers & moves them to new sales
- ✓ Uses color photos to encourage new varieties
- ✓ Lets people know about your service offerings
- ✓ Recognizes employees & shows their expertise
- ✓ Builds relationship bridges

### Our newsletters are designed...

- ✓ ...as useful, personalized communications
- ✓ ...with relevant articles that address your audiences' concerns
- ✓ ...to be interesting to read – positioning yourself as a source of valuable information & even as an expert

### List management is included!

We maintain your database & process subscribes & unsubscribes. Your subscribers can opt in & opt out, so lists are always fresh & your emails are not labeled as SPAM.

# Growing Garden Centers Through Great Marketing!

## Website Design & Content Must Look Like YOU!

Great garden center websites should allow the customers to smell the flowers, hear the birds, & be filled with the peace of a morning in the garden.

We use colors & textures to make a trip to your website a pleasure.

We make the information easily available.

We encourage signing up for a newsletter.

We inspire customers to dive into the coming season in their garden or inside their home.

Our customers count on us to be seasonally aware for them. We consider each site to be a living thing that will grow & change as time goes by, so it is never a disappointment for the garden center owner, or the retail customer who visits it.

If you post a site & it never changes, you are telling people to never come back. We know this, so we pre-plan seasonal shifts for our clients sites on the initial build.

We welcome each new season with it's own images, projects, & offerings.

We have a professional proof-reader, graphic designer & writer on staff to make sure that your site is as technically sound as it is beautiful.

**Let us build you a bridge  
to more sales from more customers!**

### You will have a website that...

- ✓ Shows you're an expert
- ✓ Is seasonally current
- ✓ Educates customers about your quality
- ✓ Demonstrates your variety
- ✓ Showcases your staff
- ✓ Deepens relationships with existing customers

### We design, build, serve, & maintain websites.

With our sites, you will build web traffic through better search engine placement, inbound links, & pages crafted to generate more traffic. We feature a redundant system on & off-site for complete security & uptime.

### Our capabilities include...

- ✓ Complete database design & coordination
- ✓ E-commerce solutions with secure transactions are available through the Arett Sales' Shopping Cart
- ✓ Custom website solutions are our specialty

**We work with vendors to post their  
data & interface with their sites.**

## Add A Shopping Cart To Your New Or Existing Site

### Arett & ADI's internet fulfillment solution enables sales...

- Even when your store is closed
- Even when you don't have the item in stock
- Without an store employee's assistance
- & you don't have to load a car, make a delivery, or open your cash register
- ✓ Shopping cart capabilities
- ✓ Products to sell on your site
- ✓ Easy Delivery Mechanism Products will ship DIRECTLY from Arett's warehouse to the consumer
- ✓ A trustworthy partner with YOUR interests at heart!

**Ask your salesperson for more details!**

## Growing Garden Centers Through Great Marketing!



### WEBSITES

#### #1 – FULL FEATURE WEBSITE

Professionally designed & programmed with search engine optimization

#### #2 – WEBSITE REFRESH & MAINTENANCE

Unlimited website updates, daily back-ups, email hosting, ongoing search engine optimization, & statistical reporting

**Email us today for quantities and pricing by clicking this area!**



PLEASE NOTE: A current credit card is required on file for all website fees. Credit cards are charged according to billing schedule. We accept VISA, MasterCard & American Express. Customers may pre-pay by check no later than 15 days prior to billing period.

- SUPER SHEETS & FLIERS
- COVER PAGE DESIGNS
- THEME PAGE DESIGNS
- PRE-SET PAGE DESIGNS
- SINGLE SHEETS & POSTCARDS
- DISTRIBUTION: INSERTING & MAILING
- LOYALTY & GIFT CARDS
- E-BLASTS, E-NEWSLETTERS & WEBSITES
- CUSTOM SIGNAGE & P.O.P. KITS
- CO-OP ADVERTISING