

GCS MULTI-CHANNEL MARKETING



What's the best way to market your business effectively and affordably... and do it easily, without using a ton of my time?

GCS Multi-Channel Marketing!



Order through Garden Center Solutions
610-690-7345
info@gardencentersolutions.com

Start with a postcard and let GCS turn it into an entire multi-channel marketing campaign!



**One campaign in their mailbox, on their phone and other digital ads.
We handle ALL the details for you!**

What is Multi-Channel Marketing:

One campaign theme developed for multiple marketing 'touches' over a designated time period (typically 2 weeks).



How does GCS do this for my business?

- Targeting: We use your mail list, a procured demographic 'gardener' list for you or a combination of both for the most targeted marketing benefit.
- Message: We develop a campaign promotion and 'look' for you (along with your input).

Campaign Launch:

- Your customer receives a direct mail piece
- Sees an ad on their social media feed
- Sees an ad while shopping online
- Sees an ad while surfing the internet



GCS Multi-Channel marketing allows you to provide your customers with an integrated marketing experience that yields the greatest ROI for your marketing dollar!

Benefits:

- Brand awareness
- Customer loyalty
- Enhanced long-term relationships
- Smart spends for your marketing dollar

What does it cost?

Example: \$6,000 Budget

- 5,000 postcards mailed - sized 5.5" x 8.5" (using your own list)
- Eblast sent to your email list as many times as you like
- social media icons for your social media
- the campaign art for your website
- 2 ads served up daily to the 5,000 potential customers each day for a 2 week period.