Top Five

Easy, Affordable, and Effective Marketing Tools

ENTICE • ENGAGE • EARN



Our Top 5 Marketing Tools:



- Planting Guides
- EDDM Postcards
- Email Blasts
- Digital Ads
- Text Marketing







- Easy?
- Affordable?
- Effective?

Well, let us tell you...



Planting Guides



- Browse and edit our templates.
- Customize them to your brand.
- Teach cashiers the pitch: "Do you have what you need to plant today?"



Planting Guides



Affordable

- Cheaper than printing copies yourself.
- Pays for itself with tie-in sales.
- Off-set with co-op money –
 vendors LOVE Planting Guides!



BAKERNURSERY.COM

Planting Guides



the ground outside of freshly dug hole. Attach tree to stakes

with straps approximately in the middle or slightly below the

middle of the trunk. Straps should be attached to stakes with

wire or non-stretch string. Make sure straps are snug, but not

too tight. Allow tree room to grow. Remove stakes after two

Add a 2-3" layer of shredded mulch or bark chips around the plant. This will prevent water loss and keep mowers and trimmers from getting too close to the plant. Avoid overly deep mulch up against the trunk or stems of the plant as this can promote disease or pest injury.

Effective

- States your guarantee, and you can double it with the recommended product purchase!
- Added value for the customer.
- Less planting failure you're showing them how to plant!



be the same depth as the pot or

slightly higher - never deeper. The top

of the mot hall should be slightly above

level with the surface of the ground. For

the root ball and the same depth as the

root ball. The top of the root ball should be level with the surface of the ground

shrubs, dig a hole 2-3 times as wide as

Container Plants

Ease the pot off without disturbing the root ball. Cut any circling

roots and place the root hall in the hole. If the roots are

extremely compacted, you may need to make a few shallow cuts

brough the roots on the sides and bottom of the root ball.

Warranty Program

When you plant your ornamental shrubs and trees you purchased from our nursery, and plant them according to our instructions, suggested care and with our proven quality products listed, we will warranty them for the first growing season (Marth-Octobe). This warranty does not cover damage for dieback caused by severe seasonal conditions, mechanical injuries, aimal browsingi, insect damage or oblivous neglect. This





Summer Color

Easy

- No mailing list? No problem! We've got you covered.
- Statistically analyzed routes with the most gardeners — done for you!

 Hundreds of editable templates for every season.



EDDM Postcards



Affordable

- 20.3¢ postage that's a steal!
- Mail from 500 to 35,000 with no minimums, you can target the customers you want.
- 8.5" x 11" postcard size an extreme value!









Effective

- Less mail in the mailbox means more views.
- Younger generations LOVE mail.
- Colorful, eye catching designs will grab attention.
- Supplement with QR codes to drive customers to wherever you want!



Email Blasts



- Customizable Topical Emailer templates.
- Create your own email with an editable article, tip, and your company information.
- Call or email us what YOU want;
 then sit back and let us do the work!



Email Blasts



Affordable

- Only \$75 to \$250 to communicate with ALL your customers!
- No extra fees for sending the email out for you.
- Need an email host? We host up to 2,500 subscribers for FREE!



Email Blasts



Effective

- Amazing open rates!
- Create loyalty with consistent communication
 showing you care about their success.
- DON'T stop when your season's over this says,
 "I only care about you when you spend money with me!"
- Not always about the coupon but special offers help!



Digital Ads



- Simple design process send us your ideas, and we put them together for you!
- We worry about the schedule, so you don't have to.
- Advertise your business on Facebook, Instagram,
 Google Ads, NextDoor, and more!



Digital Ads



Affordable

Pick your daily spend amount.

 No extra fees for scheduling or managing your ad account.



Digital Ads



Effective

- Target the customers YOU want to reach.
- Create a look-a-like audience to reach similar customers to those you already have.
- Designate a radius around your store, choose specific interests, and more!



We Replace Insect Screening | In-store service | 10-Day Turn-around |
Ad www.roundshardware.com

Bring your frames down before 6pm. Round's Hardware Screen Repair Service.





- Simple design process send us your ideas, and we put them together for you!
- Include custom imagery to grab customers' attention.
- Call or email us what YOU want; then sit back and let us do the work!



Text Marketing



Affordable

- Plans from \$500 set up/\$150 per month
 + texting fees (\$0.05 each)
- Include up to 9 images, GIFs, and short videos.
- Receive a linked branded landing page and custom microsites to drive customers to your website.

FROM THIS...







Effective

- Reported open rates of up to 99%!
- Reinforce your brand with an opt-in database of customers who want to receive information and offers via text.
- Get more reach when customers share your offers and content via Facebook, Instagram, Twitter, text, etc.



CONTACT US TO GET STARTED TODAY!

(610) 690-7345 info@gardencentersolutions.com

