

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



Why are they

- Easy?
- Affordable?
- Effective?

Well, let us tell you...



Planting Guides

Easy

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



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



Planting Guides

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!



EDDM Postcards

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!



Email Blasts

Easy

- 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

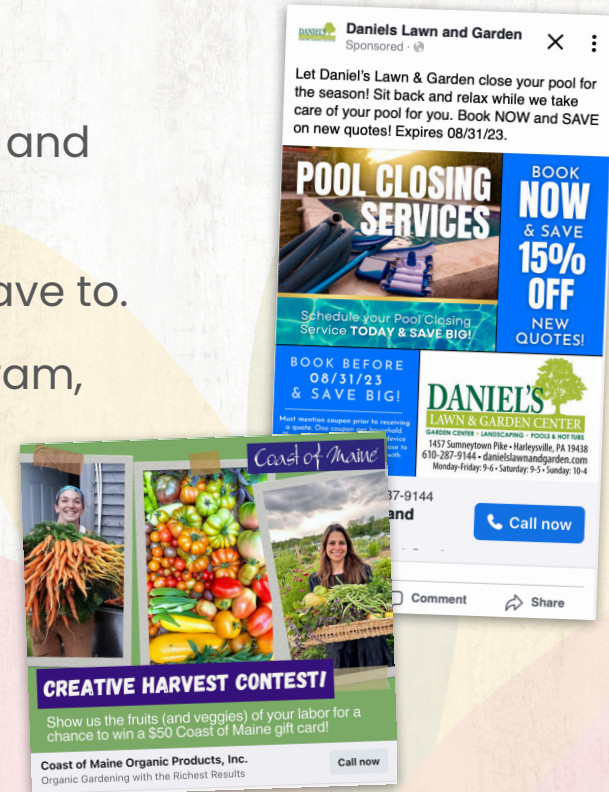
- Amazing open rates!
- Create loyalty with consistent communication — showing you care about their success.
- DON'T stop when your season's over — this says, "I only care about you when you spend money with me!"
- Not always about the coupon — but special offers help!



Digital Ads

Easy

- 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.

Daniels Lawn and Garden
Sponsored · 🌱

Get your landscape ready for Fall! We offer fall cleanup and we can assist you with all your landscaping needs. Call Daniel's ...[See more](#)

LANDSCAPING and HARDSCAPING *Fall Cleanup*

Daniels Lawn and Garden
Hot tub & spa repair · Sponsored

Book NOW and SAVE 15% on new hardscaping and landscaping quotes! Offer expires 08/31/23.

HARDSCAPING & LANDSCAPING **BOOK NOW & SAVE 15% OFF NEW QUOTES!**

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GARDEN CENTER · LANDSCAPING · POOLS & HOT TUBS
1457 Sunnyside Pike · Harleysville, PA 19438
610-287-9144 · daniellawnandgarden.com

54 3 comments 13 shares

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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!



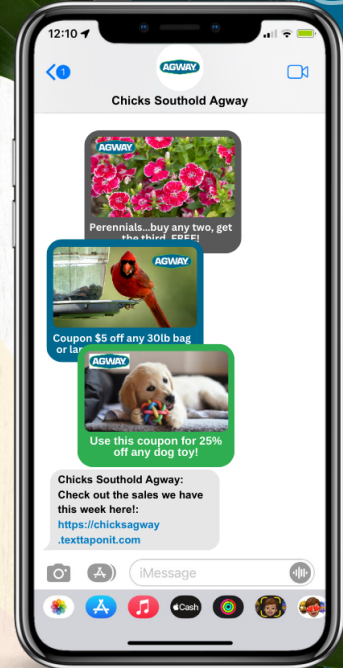
We Replace Insect Screening | In-store
service | 10-Day Turn-around
 www.roundshardware.com

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

Text Marketing

Easy

- 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!

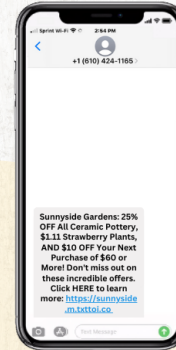


Text Marketing

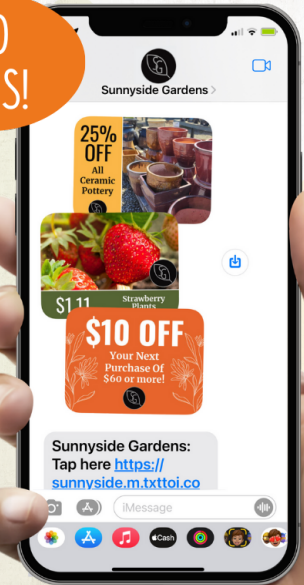
Affordable

- 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...



TO THIS!



Text Marketing

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!

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