

## Special Ideas on how to use your newsletters and emails to reach *your* customers.

Send out special offers to new customers to thank them for their first purchase and welcome them. Track visits and dates and entice customers who have not visited you recently with special “we miss you” or “welcome back” offers

Create coupons offering a discount or a special value added item or service available only for your “special” loyal customers

Regularly select a featured service, activity or product & give information about it & describe the benefits of it

Give Bios of yourself & employees to help your customers know more about you & feel more comfortable

Promote community events & build goodwill and the “warm fuzzies” in your customers

Send out event calendars listing any tours, receptions, classes, demonstrations, or other upcoming events

Take photos of your facilities, experiences or services you provide . Post them on your website.

Show a small thumbnail photo of them in the email newsletter along with brief description and a link to the larger photo and more information about them on your website

Share information that entertains, enriches or educates your customers or how-to hints that are of interest to them

Introduce your customers to new services, products, employees or equipment that will enhance their experience with you

Create special events that bring your customers in; promote them with your newsletters; send personalized invitations

Offer special discounts or value added to your regular customers if they schedule during consistently slow times or periods

With a database designed for your special needs, we help you segment your customers according to their special interests. You can save by only contacting those who are most likely to be interested in your special offer. If they have email you can inexpensively contact them. You only need to use postal mail for those without email, resulting in big savings



*Please contact us, we will work with you to discover unique solutions for your unique image and needs*



Promotions



Newsletters



Letters



Postcards

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