

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: \$5,500 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.

GCS TEXT CLUB



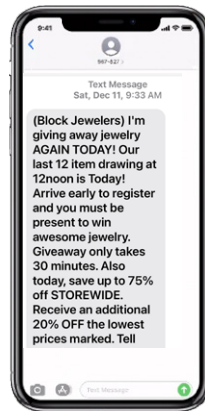
Our industry is visual, and your text club should be also!

- Reinforce your brand with an opt-in database of customers who want to receive information and offers via text.
- Send up to nine images, an animated GIF, or short video in a single text to engage and convert sales.
- Open rates reported of up to 99%!
- Simple, user-friendly options for consumer sign ups.
- Users can share your offers & content via Facebook, Messenger, Twitter, text, etc.
- Options for additional personalized experiences.

Plans from \$500 set up/ \$150 per month + texting fees (\$0.05 each)

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Up to
99%
open rate!



FROM THIS

TO
THIS



- **Multiple images or video text**
(52% higher click through rate with MMS messages)
- **Linked branded landing page**
(For sharing & additional info/offers)
- **Custom micro sites available**
(Or drive them to your website)

SIGN UP FOR A DEMO TODAY!

BRANDING & BUDGET PLANS | COMPLETE DIGITAL MARKETING CAMPAIGNS | PLASTIC POSTCARDS
WEBSITES | POSTCARDS | NEWSLETTERS | PLANTING GUIDES | CIRCULARS & FLYERS | LOGO DESIGN
LOYALTY CLUBS | GIFT CARDS | EMAIL CAMPAIGNS | SOCIAL MEDIA | E-MAGAZINES | VIDEOS
BANNERS & SIGNAGE | CONSULTING | MAIL LIST ACQUISITION | EDDM MAILINGS | MARKETING DATA ANALYSIS

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