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).







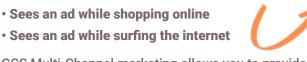


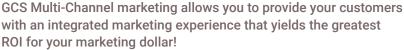
# **How does GCS do this for my business?**

- 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





#### **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.