

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 purchases and dates and entice customers who have not purchased recently with special “we miss you” or “welcome back” offers

Take photos of exciting new items that have recently arrived. 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

Show pictures of items you have on display; send out personalized invitations to special events

Promote new lines you recently added; send birthday, seasonal greetings, rewards & promotions

Select feature items and tell interesting background information about it or it’s designer

Create fun events & promotions that bring your customers in to browse and promote them with your newsletters

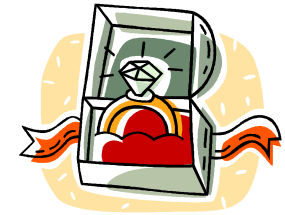
Create coupons offering a discount or a special value added item or service available only for your “special” loyal customers

Move items which have sat too long by creating a special regular promotion segment in your newsletter.
Offer a discount on the items highlighted in that segment that is given only to the “elite few” who receive the offer.
Or a special value added item or service, rather than a discount

If you sell a collectable series or a special line. Or items by a very popular designer. Or items with a special theme.
Keep information about those interested in them and contact them whenever new items in that line are available

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 offers. If they have email you can inexpensively contact them. You only need to use postal mail for those without email, resulting in big savings

We can help you set up a program where all new custom pieces you create or acquire for sale are digitally photographed.
These photos and a detailed description can not only be used in newsletters and offers, but can be used for web sales & saved for the final customer in case it is ever needed for a future insurance loss or major repair



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



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