

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

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

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

Show pictures of items you have on display; Promote new lines or items; share lifestyle info and hints

Select feature items and tell more about them, and how they would satisfy your customer’s needs



Create goodwill by promoting community events; send out personalized invitations to your special events

Send out event calendars listing any classes, demonstrations, receptions, tastings or other events you may have coming up

Take photos of exciting new items that you have recently added. 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

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 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 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

(772) 675 - 3149 FL
Partners In Profit
(716) 597 - 6203 NY