

CHOOSE YOUR TARGET

We can mail to only women, or men and women. You can also select a specific geographic area from:

- ❖ A radius study around your store
- ❖ Specific zip codes
- ❖ Counties

Birthdays are a unique opportunity to bring key higher-income prospects and customers into your garden center, and build both customer loyalty and sales.



FAQ's

Q. What kind of garden center is this program best suited for?
A. If you own a year-round nursery, this program will help stimulate your sales all year.

Q. What do the mailed Gift Cards look like?
A. We mail a beautiful plastic post card that has a real pop-out Gift Card. One of the reasons these have such high response rates and above-average sales is that ours have the same size, thickness and feel as an authentic purchased Gift Card—they get noticed, unlike cheap paper or cardboard, which consumers often just throw out.

Q. I have my own customer list and I would like to include them in the program, but I don't have their birthdays. Is it possible to find the birthday month for my current customers?
A. Yes, now we can! Send us your list, and we will find their birthday months. We can even mix your customer list with our key new prospects list to reach the quantity levels you choose. There is an additional cost to provide this information, and it is most cost-effective with list sizes of 6,000 or more names and addresses. Ask us about this very convenient service.

Pricing: (The Best Part)

It costs only \$99 to set up this sales-building program, and then reaching a birthday celebrant can be as low as 74¢ per birthday person!



~Some companies pay nearly \$3.00 each for a managed Birthday Program like this and they still don't receive the quality of our list selection and mailers.~

Ask for our order form for complete pricing information.



Turn Around time for your first mailing:

Your order form must be received by the 1st of the month preceding the mailing, and your artwork must be approved and signed off by you by the 5th of the month preceding the mailing. Please allow plenty of time to meet these deadlines.



Claim Your Sales Area Today!

Only one garden center is permitted to use this program in a sales area. Priority for each sales area is established by the date the signed order form is received.

DID YOU KNOW?

Sending out birthday cards has a far more powerful and more positive impact than most people realize. People love being acknowledged and receiving a birthday gift card. This program also effectively communicates that your garden center is part of the community, and that you care for people and want their business.

Common thoughts by recipients are
**"How thoughtful."
"What a nice business."
"They value me!"**

Make an immediate profit with this program while you build priceless customer loyalty!



Get started using this unique and powerful turn-key Birthday Program to build your garden center sales. Available only through Moore Consulting!



1-800-359-3435
www.NurseryMarketingServices.com