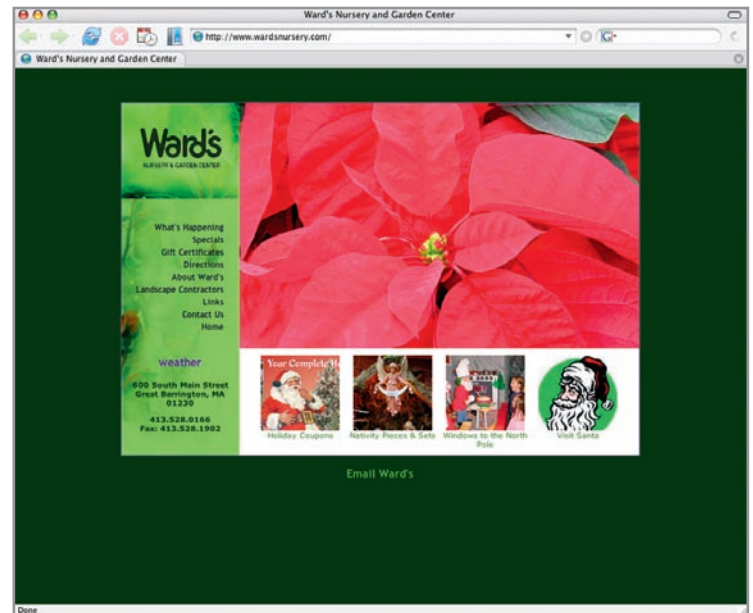




The Garden Factory, Rochester, NY www.gardenfactoryofny.com

There are days when The Garden Factory's website is updated as many as five times. Visitors to this colorful, 150-page-plus destination site never get bored. They can look at plant availability, download seasonal desktop wallpaper (with the retailer's logo), purchase gift cards, watch gardening videos and much more. The most popular feature is the live web cam, which allows customers (and staff supervisors) to check out what's going on in the annual mall and nursery. "It gives them a better connection to the plants and to us as a company," says Shannon Consaul, Customer Service, Website Manager. When customers sign up for the garden center's loyalty program at the website, they are rewarded with weekly coupons.



Ward's Nursery & Garden Center, Great Barrington, MA www.wardsnursery.com

In 2004, Ward's finally decided the time was right to launch a website. The garden center signed on with a local web design company that was familiar with the market and knew how to create a website specifically targeting Ward's customers. "What has worked so well for us is it has replaced our [paper] newsletter," says Jodi Cahillane, Advertising and Promotions Manager. Ward's now sends out a monthly e-mail newsletter that directs nearly 500 people to its website to see what's new. Hit counts show visitors most enjoy purchasing gift cards and looking at the specials. Links at the top of the "What's Happening" page anchor viewers to their chosen points of interest and entice them to come in for more.