



**Gateway Garden Center,
Hockessin, DE
www.gatewaygardens.com**

Seven years ago, Gateway Garden Center launched its website as an informational resource for customers. Today, it is primarily used to generate an e-mail mailing list for the retailer's Garden Club loyalty program; visitors can sign up at the homepage. Gateway promotes the website in all of its marketing materials, and updates it monthly with seasonal information. During the initial development, the layout was outsourced to a designer, an expense Owner Peg Castorani says was well worth it since the website is the main way of reaching customers. "It provides an image that's focused on beauty," Castorani says, "and that's where our focus is at the store."



**Greengate Garden Center, Landscaping &
Interiorscaping, Lake Charles, LA
www.ggate.com**

Finding time to update its website has been difficult for Greengate Garden Center since Hurricane Rita destroyed much of its facility last year. Right now, the garden center's main focus is on reconstruction and helping customers rebuild their gardens, says Nathan Dondis, Vice President. However, Greengate does plan to update the website in the future. For now, it serves mainly as an informational resource and a promotional tool that ties into its TV advertising on a local NBC affiliate station. "We knew we were going to get people driven to the website through the television station," Dondis says, "and we wanted someplace for them to see who we are and what we do."