



North Haven Gardens, Dallas

North Haven is known for the master gardeners and horticultural experts on staff, thanks, in part, to its newsletter, published on a bimonthly basis. After reading the articles, penned by the staff, some customers come to the store, asking to speak with the writers. The garden center also generates customer traffic by featuring coupons in the publication. But shoppers won't find the discount vouchers in the version posted at its website, "because [they could] print out as many as they want to," says Nikki Crain, Assistant Marketing and Advertising Manager. At the end of each article, North Haven highlights an in-store promotion or seminar that ties in with the topic to encourage customers to visit the garden center. Creatively titled, "Every Blooming Thing," the colorful piece is designed off site and mails to approximately 14,000 customers.



J&J Nursery & Garden Center, Layton, UT

J&J Nursery & Garden Center assures shoppers signing up for its newsletter that their personal information - e-mail addresses, home addresses, telephone numbers - won't be sold to a third party. "I think it's important for our customers to overcome their fear of getting junk mail and spam," says Taun Beddes, Retail Sales Manager. "It's important enough that we put it on the sheet, so they know we don't sell this information." Customers signing up for the newsletter at the garden center's website are sent a coupon to encourage them to come into the store. J&J also bundles coupons with the newsletter mailings, and tracks the number redeemed. A few thousand customers receive the quarterly, color newsletter. The garden center also e-mails an electronic version once a month.