

the inside advantage

spring2009



what drives women TO YOUR STORE?

Women make more than 80% of the buying decisions in all homes, so getting them into your store is a high priority. Recommended ways to connect with women and draw them to your store include:

Sponsor promotional events or host a workshop

Any event that draws attention can be effective. Consider an in-store raffle or giveaway, and advertise the event as widely as your budget allows. Additionally, education is every bit as important as promotions because women want to know how to get the most out of what they buy.

Introduce periodic sales

"Offers that come with a sense of urgency are always effective to get customers to come to stores," says Irene Dickey of the University of Dayton's School of Business Administration. Moreover, customers are drawn to sales all year long, so reducing prices even minimally could spur sales!

Stay in touch with customers

26% of women will visit a store based on a direct mail piece they've received.

UPCOMING Trade Shows...

PACK TRIALS
MARCH 28 - APRIL 5
CALIFORNIA

SUPER FLORAL
JUNE 9-12
ATLANTA, GA

SE GREENHOUSE CONF.
JUNE 18-20
GREENVILLE, SC

AIFD
JULY 11-16
KANSAS CITY, MO

OFA SHORT COURSE
JULY 12-14
COLUMBUS, OH

TEXAS STATE FLORIST
JULY 24-26
DALLAS, TX

TNLA
AUGUST 14-16
DALLAS, TX

FAR WEST
AUGUST 20-22
PORTLAND, OR

creating a successful direct mail campaign

Love 'n Blooms wanted to increase their wedding flower design business by targeting brides-to-be with a direct mail piece that conveyed their philosophy of custom designs for any bridal budget.

Love 'n Blooms consulted with John Henry® to design the piece, from selecting the most effective format (postcard, brochure, coupon, etc.) to layout and graphics. Our creative team helped Love 'n Blooms choose photographs for the mailing from our library of wedding flower designs and integrated the selected photos with Love 'n Bloom's copy to achieve the desired brand aesthetic.

After the design was finalized, John Henry® produced the finished piece, including imprinting the postcards with the recipients' names and addresses from the mailing list provided by Love 'n Blooms.

Love 'n Blooms was very satisfied with the response rate, which led to a significant increase in sales following the mailing.



THE NEXT big thing



Impact! Image® Promotions

Discover the Direct-Mail Advantage with holiday, seasonal and everyday pieces.

funfacts TO SHARE

Plants are Natural Air Purifiers

Research conducted by the US Department of Energy found that strategically planting three shade trees around a house can reduce home air-conditioning bills by about 30 percent. Shade trees also clean the air and water, take in carbon dioxide, slow storm water runoff, and improve property values.

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