



Keep your company name in front of clients with weekly email marketing

ALCC's ***Tip of the Week*** email marketing program keeps your name in front of your customers, clients and prospects every week. The Tip gives them timely landscape info they can use. And when they need landscape services—your company will be top of mind. *Tip of the Week* is an exclusive service available only to ALCC Regular Members.

Here's how it works

- ALCC will create a mobile-friendly email template with the logo, tagline, and company info that you provide.
- You provide your qualified customer email list.
- ALCC researches and creates *Tip of the Week* and sends it each Friday to your list (from the email address of a person you designate at your company).
- *Tip of the Week* will keep your company in front of your customers and give them useful, professional information.

ALCC will work with you to maintain your list—simply send any updates to your email list (additions/deletions) to us and we'll do the rest.

Who should receive your company's *Tip of the Week*?

We recommend:

- Residential and commercial customers, including previous customers
- Property managers and individual HOA board members
- All your business and personal contacts

Pricing

- One-time set-up fee for creation of template, import and cleanup of email list: \$50
- Monthly fee for writing, design, and distribution of *Tip of the Week*: \$130/month
- Your customized seasonal promotions (promote special offers to your clients for clean-up, activations/winterization, aeration, holiday lighting, etc.): \$25 each
 - *You may make promotional changes once per season.*

You may choose to pay monthly (credit card required or a one-time annual billing) for your subscription to the *Tip of the Week* service (by credit card or check). Seasonal promotions will be billed separately upon completion.

The info in *Tip of the Week* adds value to your customer/client relationships. Please contact Cherie Courtade at ccourtade@alcc.com or 720-465-7074 to begin making this weekly connection with all your business contacts.