



# EMAIL MARKETING

	FREQUENCY	SCHEDULE
<b>Email Marketing Campaigns</b>		
<b>January</b> - Monthly Promotional E-Mail*	Monthly	1st, 15th and final week
- New Years Sale - 21% off all services	Valid for 1 Week	January 1
<b>February</b> - Monthly Promotional E-Mail*	Monthly	1st, 15th and final week
- Valentine's Day - 14% off Dry Cleaning & Laundry	One Week (Sunday before)	Sunday before Valentines
<b>March</b> - Monthly Promotional E-Mail*	Monthly	1st, 15th and final week
- National Dry Cleaning Day - 15% off Dry Cleaning	1 Day Only (Mar 3)	Day Before
- St. Patrick's Day - 17% off Dry Cleaning	1 Day Only (Mar 17)	Sunday Before St. Patrick's
<b>April</b> - Monthly Promotional E-Mail*	Monthly	1st, 15th and final week
- Easter - 15% off Dresses & Suits OR	Valid for 1 Week	Week Before Easter
- Earth Day - Promote Green Cleaning	Valid for 1 Week	Week Before Earth Day
<b>May</b> - Monthly Promotional E-Mail*	Monthly	1st, 15th and final week
- Mother's Day - 15% off Wash & Fold	Valid for 1 Week	Mother's Day
<b>June</b> - Monthly Promotional E-Mail*	Monthly	1st, 15th and final week
- Father's Day - 15% off Golf Shirts & Shorts	Valid for 1 Week	Father's Day
<b>July</b> - Monthly Promotional E-Mail*	Monthly	1st, 15th and final week
- Independence Day - FREE Flag Cleaning (if applicable) & Picnic Tips		Sunday before July 4th
<b>August</b> - Monthly Promotional E-Mail*	Monthly	1st, 15th and final week
- Back to School - 15% off Alterations & Tailoring/20% off all Dry Cleaning	Valid for 2 Weeks	Beginning of August
<b>September</b> - Monthly Promotional E-Mail*	Monthly	1st, 15th and final week
- Labor Day - 15% Dry Cleaning	Valid for 1 Week	
<b>October</b> - Monthly Promotional E-Mail*	Monthly	1st, 15th and final week
- Fall Clean Up - Bring in 3 Sweaters get 4th FREE	Valid for 1 Week	Beginning of October
<b>November</b> - Monthly Promotional E-Mail*	Monthly	1st, 15th and final week
- Thanksgiving - 15% off Table Linens	Valid for 1 Week	Week before Thanksgiving
- Black Friday - 35% off Dry Cleaning	1 Day Only	Sunday before Black Friday
<b>December</b> - Monthly Promotional E-Mail*	Monthly	1st, 15th and final week
- Pre-Holiday - 15% off Formal Wear (Suits & Dresses)	Valid for 2 Weeks	Beginning of December

**Special Holiday Hours e-mails are included provided you request them minimum 2 weeks prior to the send date.**

Pricing	
<b>E-Mail Marketing</b>	<b>\$395</b>
<b>Custom Marketing</b>	<b>\$595</b>
<b>List Importing</b>	<b>\$50</b>
<b>SPOT OTS Clients</b>	<i>Please see OTS sheet and pricing</i>

One-Time Set Up	
<b>Constant Contact</b> (includes up to 10K Contacts) More than 10K, will be quoted	<b>\$395</b>

E-Mail Marketing is done with Constant Contact  
(If you have a current Constant Contact account, we will request access to manage the account or a new one will be created for you).



\*Monthly promotion chosen from the BeCreative360 Marketing Platform  
**Promotional E-Mail must be submitted 45 days before 1st of month if not chosen at time of set up, (SPOT Clients must have coupons entered at time of submission).**

All fees are monthly recurring fees unless otherwise stated. All services are month-to-month and require a 30-day cancellation notice prior to your next billing date, unless otherwise noted. One-time set up fee at sign up. Monthly billing will start upon client approval of marketing materials, or within 30 days of sign up. Billing cycles are either on the 1st or the 15th of each month and partial months will be prorated at start up.