

MARKETING GUIDE
**VENDOR E-BLAST
PROGRAM**

**Your message,
straight to stores.**

GC's e-blast program brings your message directly to the in-boxes of hundreds of independent retailers. Fast, easy and cost effective, the program is open only to GC Vendor Members.

GC buying group

e-BLAST

<- Sample e-Blast Header

**YOUR LOGO
HERE**

The spotlight is on YOU.

- We focus on one vendor each week.
- We create **your personalized e-blast** with your theme, content, and photos. **CONTENT DUE 2 WEEKS PRIOR.**
- We send your e-blast to **all GC store members** on the Wednesday of your scheduled week.

You choose the content.

Take this opportunity to plan ahead by choosing key dates to share new products, merchandising ideas, promos, exclusives and specials with over **350 stores**.

THEME
SUBJECT TITLE
PRICE LIST
TRAINING INFO
TOP SELLERS



PROMOTIONS
HOW TO VIDEO
VENDOR BACKGROUND
GLAMOUR IMAGES
PROGRAM DETAILS

Additional marketing incentives:

- The e-blast is a great chance to provide stores turnkey visuals for **social media posts** which will create even more exposure for your brand.
- Your e-blast will get top billing as the **Appointed Sponsor** in our Week in Review e-blast which is sent the following Friday.
- We post your e-blast on our private Facebook page.
- We link stores back to Your GC Web Page for potential order writing.

Program Cost & Benefits:

- Cost per e-blast is \$500.
- Distributes to all GC members.
- High open rates.
- Confidential for all GC stores.