



## 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.

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GC buying group  
e-BLAST

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**YOUR LOGO  
HERE**

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### **The spotlight is on YOU.**

- **One dedicated vendor e-blast** is sent per week with one featured vendor.
- We create **your personalized e-blast** with your theme, content, and photos.
- 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.

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