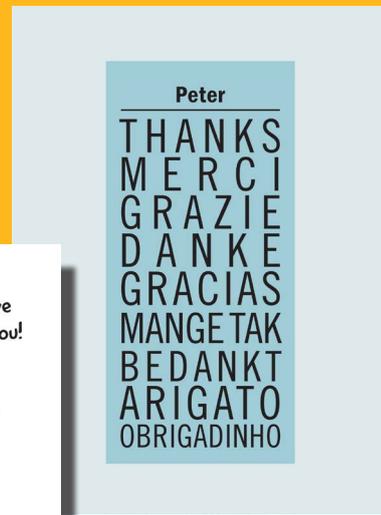


Turn customers into raving fans with Personalised Print Cards

Increase your profits by reducing your churn, increasing your average customer spend, and activating lost customers.



Finding new customers is great, but keeping old ones and turning them into loyal buyers is even more important, because it can cost up to 6x more to get a new customer, than to keep an existing one. What's even more interesting is that 68% of customers that leave, leave because they believe the company doesn't care about them. That's where the Bloomtools personalised greeting cards tool can help.

Why Personalised Print Cards

- ✓ **Reduce Customer Churn**
Show your customers that you really care about them by sending them a personalised greeting card on their birthday, anniversary or on seasonal holidays like Christmas & Easter.
- ✓ **Increase Customer Spend**
Help customers learn something new about you and your product mix or even by sending them a genuine thank-you card to tell them that you appreciate their business - little acts like this go a long way towards building a great relationship with your customer.
- ✓ **Retrieve "Lost" Customers**
Re-activate customers that haven't purchased from you after a period of time with personalised cards to tell them about how your company has improved, or with a discount code to encourage them to have a look at the rest of your product range.

Why Bloomtools

- ✓ **One login & database for everything**
No need to login to another piece of software to take advantage of personalised print cards - with Bloomtools just login to the Web Console and send to the same database that you already use.
- ✓ **Large range of ready-to-use cards**
We have already done all the work and created cards for any event, including; birthday's, holidays, 'thank-you' cards, event invitations, anniversaries.
- ✓ **Set and Forget**
Create your campaigns at the beginning of the year, and trigger them to automatically go out five days before a client's birthday, or on a specific day in the future. Any new clients that get added during that time will automatically get a card.

BloomtoolsTM
growing business

www.bloomtools.com/print-cards