

TOSCOGA Software

How do I...

Promote My Business Using Live! POS

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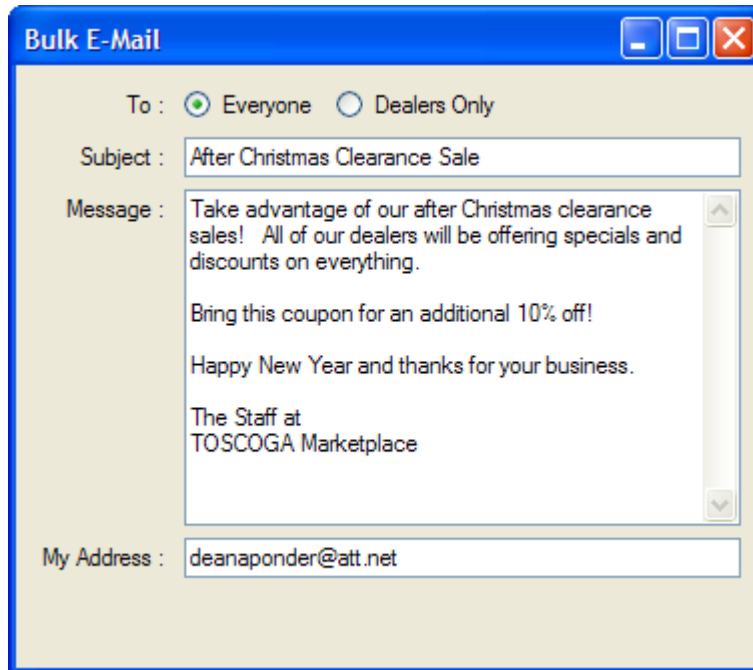
myTownAntiques.com Website - Simply being a user of our software you get a listing on the front page of the website under which your dealers that choose to create on line shops are listed. Your unique messages are also displayed using the Headlines option.

Dealer On Line Shops - Dealers that become members of our website may set up an online shop to promote their goods. They can describe the nature of their shops and the items that they sell. They can even list individual items. When they do those items become part of your inventory system so it will track sales of those items. The more dealers participating with shops keeps our guests interested in the website and all the associated stores.

Message System - Keep your dealers in touch and informed with frequent messages. Messages are delivered to the internet site and may be read by those that are members of the website. The message system is 2 way so their responses are delivered back to you.

Bulk E-mail - Perhaps the most important tool in the system. You can send bulk e-mails with your promotional message or offer to everyone that has provided you with their e-mails. Or you can send it just to dealers.

Many of the guests that visit the myTownAntiques.com website register and provide their e-mail addresses. So when you send a promotional message using the e-mail system your message is sent not only to those addresses you've collected but also goes out to all those that have registered on the website.



Internet Headlines - 'Under Contacts > Headlines' you can enter a message that will be displayed on the myTownAntiques.com home page. Simply enter the date the message should begin being displayed and the date it should stop. Then enter the text of your message. Display your store hours or promote an upcoming event. Change your messages frequently to keep guests interested.



Gift Certificates - When you sell gift certificates the system will automatically print the gift certificate for you. Simply keep some heavy paper stock handy along with some envelopes.

A Gift Certificate

Member
myTownAntiques

for _____ *Mary Jones*

from _____ *John Jones*

In the Amount of \$500.00

Five Hundred Dollars AND 00/100

Happy Birthday !

Gift Certificate # 1667 Validation

Toscoga Marketplace 209 S. Broad St.
Thomasville, Ga 31792
229-227-6777
deanaponder@att.net

Contact Management - You may keep detailed information on each of your guests. Aside from the usual name, address and phone number you may enter their e-mail address, comments, keep a history of their purchases and enter personal information such as interests and preferences.

You are encouraged to solicit information from your customers. You can do this simply by politely asking them. Most customers won't mind giving name, address and phone numbers. As normal course of business you will be collecting some information for those that want to pick up their purchases later or those which you have to deliver.

Another way to get the information is to have a drawing for a prize. Even a relatively inexpensive prize will allow you to collect hundreds of entries. You just have to provide pre-printed slips with a space for them to write in their name, address, phone number and e-mail address. Include the phrase 'entries must be completed to win' to ensure as many completed slips as possible.

The e-mail address is perhaps more important than the mailing address since e-mail solicitations are far cheaper to send than a mailer. Be sure to ask for e-mail addresses at every opportunity.

Properties - Properties are free-form in that you can keep any type of information on file on any guest.

Category - You may also link any guest to any of our pre-defined inventory categories along with a description.

Below is a sample of these:

