

## Why consider email marketing?

Email marketing with Friday-Ad is a quick, easy and low-cost way to flexibly promote your business in your local area and beyond.

**Inform** your community if you're...

- Opening a new store or relocating
- Changing your opening hours or operation

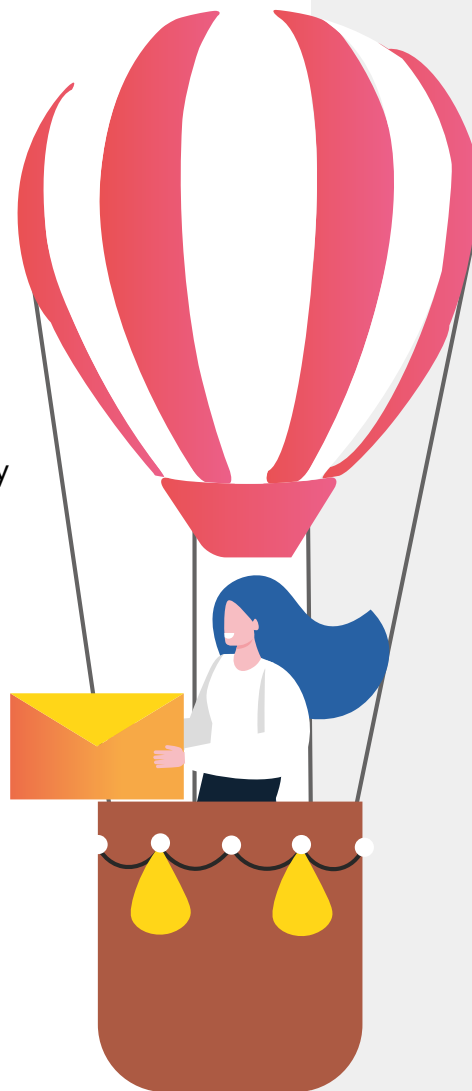
**Promote** what you're doing...

- New products or services
- Special events
- Discounts, offers and competitions

**Share** what you've been up to...

- Business News
- Awards and achievements
- Guides and advice

**Whatever you want to shout about, we'll help you get the word out!**



## What will I get from email marketing?

Email marketing with Friday-Ad will **get your business in front of 1000s of customers in your area.**

We can target customers based on location and interest, to ensure you **get the best results** and only relevant enquiries, so you **save time and money.**

By proactively marketing your products or services to our engaged audiences, you'll trigger a thought process with **thousands of NEW customers**, who weren't looking or buying before.

**Convert customers straight away** with direct links back to your website embedded in the emails, allowing customers to see everything you have to offer, make a purchase or enquire.

**Show all you can offer** by including different products or services in the emails. We can tell you what customers responded to, so you can **understand what your customers want.**

We'll deliver a completely transparent report from how many customers opened your email to how many responded by clicking through, so you **know how your investment paid off.**

We'll throw in **FREE design** and build of your email, using our expertise, to deliver the best results possible and grow your brand to a whole new audience.

**Get ahead of the competition, grow your business and increase your profits!**

## FRIDAY AD

Friday-Ad has been helping businesses grow for over 40 years. We started as a small family-run business ourselves. Whatever your size or trade, we can help you reach more customers and promote your business.

Connect with our community of engaged users with our local, regional and national emails...

Dear Sussex,

We wanted to let you know that we're now operating in order to comply with new government guidelines. We are currently only open for the purchase of essential items, this includes:

- PET FEED/EQUIPMENT
- GROCERIES
- GARDEN NECESSITIES

With lots of people stuck at home the desire to spruce up the garden has increased, so we're offering deliveries of essential gardening equipment.

We also understand the struggle the community has recently gone through to access basic groceries, which is why we've also launched a 'Trip Up Grocers Store', selling basic food items like bread, milk, eggs, veggies and pasta. This also includes delivery options.

If you wanted to place an order of groceries, garden essentials or pet supplies, feel free to phone us on 01444 831 311 or email us at [admin@upcountrystorehouse.com](mailto:admin@upcountrystorehouse.com), if members of the community needed help with anything just let us know.

We're always here to help!

The UpCountry team

[Find out more](#)

**UPCOUNTRY**  
GARDEN & COUNTRY STORE

Lewes Road, Scaynes Hill,  
West Sussex, RH17 7NG  
Tel: 01444 831311  
[equinesuperstore.co.uk](http://equinesuperstore.co.uk)  
[upcountrystorehouse.com](http://upcountrystorehouse.com)

## Local

Town	Database size	Cost per email
Hastings	> 2,000	£200
Worthing	> 3,000	£200
Brighton & Hove	> 4,000	£200
Seaford	> 600	£200
Eastbourne	> 5,000	£200
Crawley	> 1,000	£200
Uckfield	> 900	£200

## Regional

Region	Database size	Cost per email
Sussex	> 34,000	£450
West Sussex	> 13,000	£200
East Sussex	> 21,000	£250
Surrey	> 3,000	£150
Kent	> 3,000	£150

## National

Interest Area	Database size	Cost per email
General	> 101,000	£750
Pets	> 53,000*	£500
Pets & Horses	> 81,000	£700
Outdoor & Leisure	> 13,000	£300

\*Includes Dogs and Puppies and Kittens database.



Great for advertising your business and services. It's easy and you know that people look up Friday-Ad if they require any services. Job Done!

**Maria, Feb 2020**

I've had great results when using Friday-Ad for a small ad for my Window Cleaning business. Recommend them if you want to advertise a local service online.

**Jonny, Feb 2020**

## COVID-19 “Stay Local” Shared Emails

Do you offer services or products that can help support people in your community during the lockdown? Shout about them in our local offers feature emails!

Reach out to thousands of people in your area...

Contact us now to find out about offers, discounts and bespoke packages.

**01273 837 700**

All prices shown exclude VAT.

### Top Spot

1 ad available  
£75

### Middle band

2 ads available  
£50 per ad

### Lower band

3 ads available  
£30 per ad