



BROCHURES DOOR HANGERS POSTCARDS INVOICE INSERTS FLYERS NEWSLETTERS NOTE CARDS



PRINT-ON-DEMAND MARKETING MATERIALS

REFERENCE GUIDE

WE SHARE YOUR PASSION FOR SUCCESS

At Aquascape, we're dedicated to helping contractors like you succeed in establishing and building your Aquascape water feature installation business. In fact, we're 100% confident in our ability to help you succeed. Why? Because Aquascape is the world's only decorative water feature manufacturer with a dedicated team of contractors on staff that designs, builds, and maintains water features. We take our real-world, on-the-job learnings, refine them into industry standards and best practices, and share them with YOU!



With more than 25 years of experience marketing, selling, and installing water features, you can rest assured knowing that adopting our systems and processes will set you apart from the competition, give you an advantage in the marketplace, and enable you to earn an average profit margin of 50% or more.

To get you started, we've condensed our full collection of print-on-demand marketing materials into this convenient reference guide. Here you can review the tools, resources, and step-by-step instructions on how to begin marketing Aquascape water feature products and services to your customers.

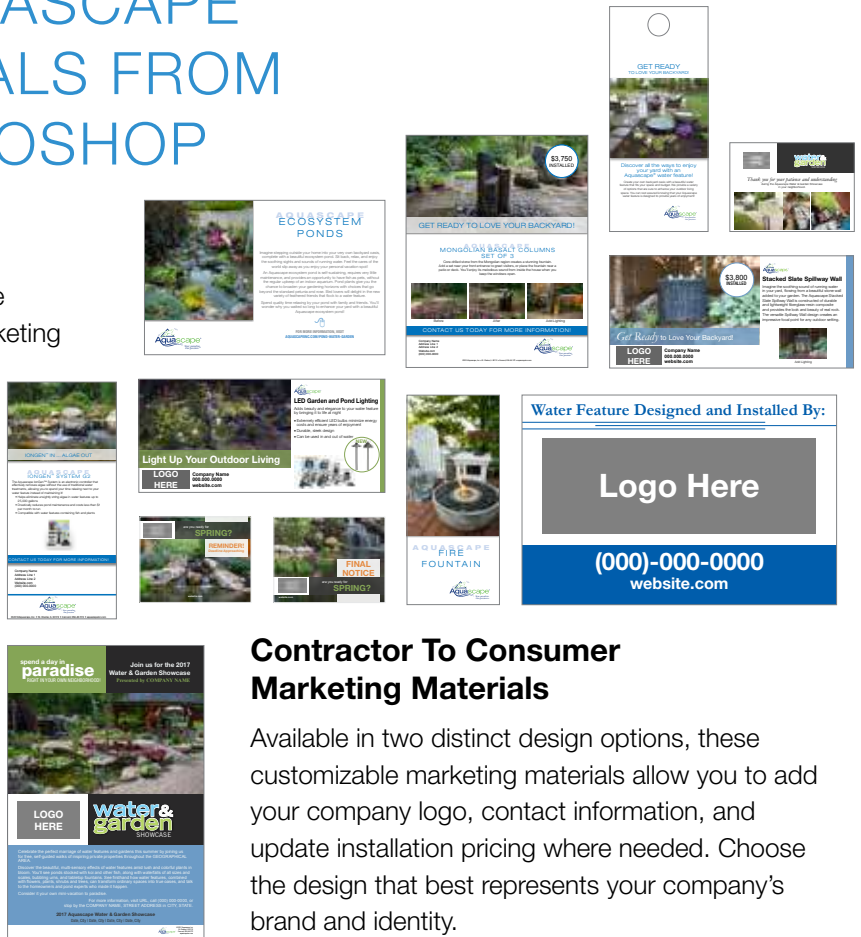
HAVE A QUESTION? NEED ASSISTANCE?

CONTACT AQUASCAPE CUSTOMER CARE AT (866) 877-6637 US OR (866) 766-3426 CAN.

CUSTOMIZABLE AQUASCAPE MARKETING MATERIALS FROM THE AQUASCAPE PROSHOP

Aquascape Lifestyles Marketing Materials

Based on the attractive consumer-friendly design of the Aquascape Lifestyles catalog, these customizable marketing materials are perfect for Aquascape water feature contractors and retailers who wish to leverage the power of the Aquascape brand with customers in their marketplace. Customizable fields include price, company name, and company contact information. A company logo may also be added to the piece if desired.

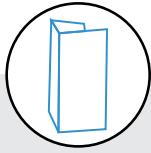


Contractor To Consumer Marketing Materials

Available in two distinct design options, these customizable marketing materials allow you to add your company logo, contact information, and update installation pricing where needed. Choose the design that best represents your company's brand and identity.

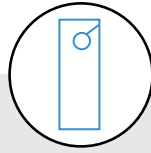
YOUR PARTNER IN MARKETING

When to use the Aquascape ProShop marketing materials to promote your water feature installation business:



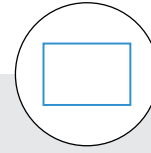
Brochures

Use these pieces to introduce new and existing customers to the various Aquascape water feature options available to enhance an outdoor living space. These trifold pieces fit perfectly into a standard business envelope and can be mailed along with a letter introducing your business and services.



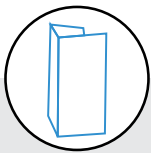
Door Hanger

Great as a service call leave-behind or to ask client neighbors to “pardon your dust” during an installation project, these pieces include attractive water feature images that inspire consumers to begin living the Aquascape Lifestyle.



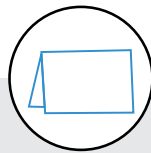
Postcards

Great for direct mail campaigns, these postcards are ideal for regular communications to prospective and existing customers. Consider mailing one postcard per quarter and alternate between water feature and maintenance messages. Leverage Vistaprint mailing services and cross “go to post office” off your to-do list.



Newsletters

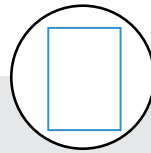
These fully customizable trifold brochures are designed to give you an opportunity to completely customize the message of your company newsletters. Use these templates to share seasonal information with prospective and existing clients about spring cleanouts and fall shutdown. Customize the inspirational newsletter to remind your clients about the many ways they can enhance an existing water feature or add a new one to their outdoor living space.



Note Cards

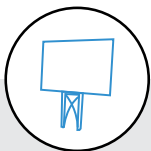
Never underestimate the power of a handwritten note. These note cards add a personal touch in building a long-lasting relationship with your clients. With two design options available, choose the version that suits the occasion. For extra impact, include a gift card for your client’s favorite cup of coffee.

PLEASE NOTE: Envelopes must be added to your order after completing the design of your note card.



Flyers

These pieces measure 8½" x 11" and are fantastic as direct mail campaigns, service call leave-behinds, invoice inserts, trade show hand-outs, and retail store flyers. Use these pieces to promote your water feature installation business and upsell your clients on water feature enhancements, including maintenance items and lighting.



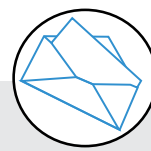
Lawn Signs

Your client’s neighbors are naturally inquisitive; help ease their curiosity about your presence in the neighborhood with a lawn sign promoting your water feature installation work. The simple design is available in two color options.



Water & Garden Showcase Toolkit

This collection of marketing tools is exactly what you need if you’re planning to host an event in your market that will generate interest for your Aquascape water feature installations. Available in a variety of sizes and formats, the Water & Garden Showcase materials will gain attention and leave an impression on your audience.



Invoice Inserts

These pieces measure 3¾" x 8¼" and are fantastic as direct mail campaigns, service call leave-behinds, invoice inserts, trade show hand-outs, and retail store flyers. Use these pieces to promote your water feature installation business and upsell your clients on water feature enhancements, including maintenance items and lighting.



Welcome to the Aquascape ProShop



**CREATE
IN MINUTES**



**ARRIVES
IN JUST DAYS**



**PROMOTE
YOUR BUSINESS**

Customizable Marketing Materials for Your Water Feature Business!

Are you looking for Aquascape branded marketing materials that you can customize with your company name and information? Look no further than the Aquascape ProShop, where you can access brochures, postcards, banners, door hangers, and more to send to new and existing customers.

Visit aquascapeinc.go.customprintcenter.com (US) or aquascapeincca.go.customprintcenter.ca (CAN) to get started.

Step-by-Step Guide to the Aquascape ProShop

1. Go to aquascapeinc.go.customprintcenter.com (US) or aquascapeincca.go.customprintcenter.ca (CAN).
2. Choose **Create Account**.
Please note: If this is your first time using the Aquascape ProShop, **you must create a new account**. Once your account is created, your login information will be saved, allowing you easy access to the Aquascape ProShop.
3. Select the **Get Started** button that applies to you.
4. Click on the product you wish to customize.
5. Fill in the required fields to customize your product.
6. Click on **Select** to upload your logo.
Please note: Your logo should be a high resolution image. Use the crop box to adjust your logo, and click **OK**.
7. Click on **Next : Edit Page 2**.
8. Deselect **Use Company Defaults** to customize additional information such as pricing.
9. Click on **Next : Review & Order**.
10. Choose paper stock and quantity.
11. Review and approve your design by selecting the box, and click on **Add to Cart**.
12. Once in the cart, review your order and edit if necessary. Click on **Checkout**.
13. You will need to supply your shipping address, method of delivery, payment information, and choose **Place Order**.

For more information about the Aquascape ProShop, please contact Aquascape Customer Care at (866) 877-6637 (US) or (866) 766-3426 (CAN).

