



**Client:**

Watters Family Garden Center, Prescott, AZ

**Owners:**

Ken & Lisa Lain

**Product Solution:**

Windward System Five with WeMail



Watters Garden Center is a family owned business that has been serving customers since 1962

**The Customer**

Watters Garden Center in Prescott, Arizona has been in business since 1962. Ken & Lisa Lain took over the family business when Lisa's parents retired at the turn of this century. In 2002, Watters Garden Center was the National Winner of the Revolutionary 100 Garden Centers.

**Using WeMail**

In 2003 Watters Garden Center implemented Windward System Five and recently took on WeMail as a way to regularly communicate with their customers. They are now offering coupons with their regular newsletter full of advice for gardeners. "The creation of WeMails and coupons is easy," says Lisa Watters Lain, "Since we are using our System Five database we are sending to those who want it. We plan on using the coupon feature more next season." Using your existing database means no importing and exporting of customer information; it's all one neatly integrated package.

Graphic artist Debbie Davis has been creating Watters monthly newsletter for eight years. Ms. Davis has had experience with four different email products and found that WeMail makes it the easiest to reach the most clientele.

"We're very happy with it, it FLOWS!" says owner Lisa Watters Lain. "Tech support has been very helpful and they always respond in a timely manner." Debbie agrees with Lisa saying the tech support has been "fabulous consistent support. They walked me through with clarity."

Tracking results is easy too. Referring to the WeMail "View Statistics" utility, Debbie said, "As a graphic artist I appreciated the design of the stats tools (they are) very visual and easy to interpret." The WeMail statistics utility allows the users to set a date range and presents the information in two ways; as a table and as a graph. When the user hovers their mouse cursor over the bar graph, they reveal the numbers in the table. Debbie and Lisa could easily see how many people received their latest email as well as how many opened it and other information. They use the information to judge the efficacy of their content and offerings.

**The Result**

Watters is now delivering newsletters in half the time of a previous product, plus they are now sending targeted coupons. Lisa and Debbie recognize the enormous potential of targeting customers with information and coupons related to their purchases. For instance, a person buying a tomato plant on the weekend could automatically be sent an email with plant care advice or a discount coupon on tomato cages. "Personally I think it's a strong tool. Fast, smooth and you can see all the potential immediately, it's great." says Debbie Davis.

It appears their customers agree. The 3,500 people who receive the newsletters showed their appreciation in March 2011 when Watters broke their 1 day sales record.

*" Work that used to take me 90 minutes is now taking me 45. One of the best things about WeMail was that it was Good from Go!*

**-- Debbie Davis**

With Windward System Five, WeMail and WeCommerce up and coming, Watters Garden Center is carrying on a family tradition and growing with the times.

