

Desert Breeze Glass Will "Say Cheese" When Marketing Their Business

Desert Breeze Glass uses a New product from Send Out Cards called Picture Plus tm and a referral system from Marketing Best Practices to market their auto glass company.

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In this past week both the picture plus tm and the referral system were rolled out. With the picture plus system you create the front of your personal or business greeting card. You simply take any digital photo and up load it on to your computer. Then upload it to the send out cards site. Add text, border, voice Bubble or even a thought Bubble to customize your card.

Here is some examples other companies including ours have used this referral system to generate referrals which resulted in more business.

- 1) Auto glass-send a picture plus tm greeting card of a cracked windshield and send a card to show what image there fleet is leaving to the public.
- 2) Realtor-take a picture of a home that was just sold and send a picture plus to everyone in the neighborhood.
- 3) Insurance-Use the picture plus system to take a picture of an insured and put in the caption. I was covered. Send it to friends and family.
- 4) lighting maintenance company. Take a picture of a half lit sign send it to the business. We caught your sign sleeping.
- 5) Auto dealer, spa dealer etc.. send a picture plus tm of clients in front of their new pride and joy. Send it to their friends. For more ideas visit <http://www.thereferralmoviesystem.com>

I tried this system out for Desert Breeze Glass. It's pretty cool when people like Sam one of are past customers comes in to say thank you for the card we sent him. He turned around and sent us two referrals which resulted in two windshield replacements. With this system we are generating an extra \$8,400 on average, in the amount of referral business. With this tool, not only have we remembered our customers and shown our appreciation, but we can now send reminders and specials with a touch of a button. It truly makes a difference. As The founder of Send Out Cards Kody Bateman would say "We are changing peoples lives for the good one simple card at a time". Here is a quote from David Frey from The Referral Movie "A unique autopilot system that turns clients, patients and customers into referral evangelists". I have found David's Marketing very useful including his 1,000 free marketing ideas he has right on his website. <http://www.marketingbestpractices.com> .

Contact Information

For more information contact Steven Scheeler of Desert Breeze Glass
(<http://www.desertbreezeglass.com>)
480-330-7457

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