How to Submit Email Alerts

Email alerts are a great form of advertising for every store. Although we use radio advertisements, those commercials only advertise what each store has in common. You may have great deals that your customers do not know about and the best way to reach them from your store is through email alerts.

Managers, please use these instructions and suggestions for your review as well as training for assistant managers who submit alerts. Your store is required to submit alerts **TWO** days each week. Please do not submit alerts more than THREE days each week.

You can add as many e-alerts as you would like, as long as they are submitted only on those two days. Only submit alerts on major stock opening or major markdown days, and include smaller stocks that may already be open (as long as you have good quantity). Customers look forward to and expect alerts from their favorite stores!

E-alerts provide great advertising for our stores! When submitting alerts, ask yourself these questions: What do our customers like to shop for? What do I like to shop for? What sales would bring me into the store? There are no rules saying you can only advertise something once. If you have a lot of a stock, advertise it once the first week and again when it is marked down!

Text messages and Twitter posts are sent from the content you submit for your e-mail alerts. Thus, it is VERY important that you are submitting alerts at least twice a week, including the day before important merchandise openings!

**All alerts must be submitted by 2:00 p.m. the day before the stock/promotion is set to open.** (In cases where you are submitting small, already open stocks, you may choose the current date to show that it is already open.) This ensures proper time for editing and posting of the alerts. We cannot guarantee the delivery of alerts that are submitted after this deadline. **Please do not submit alerts more than one day in advance.**

**STEP 1:** Begin by logging on to the e-alert system at <http://dirtcheapalerts.com/auth/login>. Type in your store login name and enter your store password. (Please contact us if you have lost this information!)

You will now see the number of e-alert and text (SMS) subscribers you have, as well as how you rank within the company under the “Total” column.

To create an alert, click “Create New Alert” at the top of the page. If you don’t have your screen maximized, you may need to click “MENU” and then “Create New Alert.”

**STEP 2: ALERT TITLE**

* Enter the title of your opening/promotion/markdown etc. in this box.
* The title must be in ALL CAPS and include the following:
* **NAME OF STOCK** (Use list of stock names to determine)

If appropriate, use descriptions. Use LADIES for women, and LADIES always come first in the description.

(Example: LADIES’, MEN’S AND CHILDREN’S SUPERCENTER CLOTHING $5 PER PIECE!)

* **PRICE POINT OR PERCENTAGE OFF**

If price varies, list “at low, low Dirt Cheap prices!”

(Example: SUPERCENTER MERCHANDISE 50% OFF!)

(Example: BED AND BATH LINENS AT LOW, LOW DIRT CHEAP PRICES!)

(Example: HOT/COLD BEVERAGE CUPS $1.99 EACH!)

* If the title lists a specific price point, use phrases similar to the following:
* For shoes use “PER PAIR,”
* For individual items, use “EACH,”
* For assorted clothing/jewelry, use “PER PIECE,” etc. It is important to identify what the price is for.

(Example: LADIES’ AND MEN’S BOOTS $10 PER PAIR!)

(Example: CATALOG JEWELRY $2 PER PIECE!)

(Example: LADIES’ JEANS $7.99 PER PAIR!)

* End each title with an exclamation point!

**STEP 3: START DATE**

* If it is currently open, choose “Today.”
* If it will open the next day, choose “Tomorrow.”
* If you have an e-alert that should go out on Sunday for a Monday opening, choose “Monday.” Monday alerts may only be submitted on Fridays. (Monday selection will only be visible on Fridays.)
* Do not submit alerts on Saturday, as stores are not open on Sundays and we are not in the office to approve these alerts.

**STEP 4: CATEGORIES**

* Then, select the categories that best describe your alert.
	+ For example, if you are submitting an alert for bed and bath linens, you would select “Bed and Bath Linens.”
* ONLY select categories that directly apply.
* Below is a listing of categories and items that fall in each category:
	+ Bed and Bath Linens – Domestics, Rugs, Mats, etc.
	+ Baby Merchandise – Diapers, Swings, Bottles, Bottle Warmers, Baby Clothing, Wipes
	+ Seasonal Merchandise – Fireplace Items, Grills, Heaters, Swimming Pools, etc.
	+ Lawn and Garden – Bird Feeders, Lawn Gnomes, Weed Eaters, Flower Pots, etc.
	+ Underwear – Bras, Panties, Boxers, Socks, Lingerie, etc.
	+ School Supplies – Paper, Notebooks, Pens, Crayons, Notepads, Calendars, etc.
	+ Housewares – Small Appliances, Home Décor, Art, Dinnerware, Glassware, etc.
	+ Holiday Merchandise – Christmas, New Year’s, Easter, Valentine’s Day, St. Patrick’s Day, 4th of July, Halloween, Thanksgiving/Harvest, etc.
	+ Furniture – RTA, etc.
	+ Jewelry and Accessories – Claire’s, Avon, Purses, Wallets, Belts, etc. (Your regular accessories shipments that include underwear, bras, socks, etc. should go in UNDERWEAR, not accessories.)
	+ Luggage – Luggage, Backpacks, Duffel bags, etc.
	+ Sports and Exercise Equipment – Hand Weights, Yoga Mats, Kettle Bells, Gym Equipment, etc.

**STEP 5: DESCRIPTION**

* Details, details, details! Tell the customer what is so great about this stock!
* What is included in the stock? Describe it to the customer!
	+ Example: Do you have TVS? What brand? What style? Flat screen? Portable? What size?
	+ Example of descriptions to include: Brands (if allowed to advertise), colors, types, styles, piece count, etc.
* Use exclamation points and if you cannot list everything, it’s great to say “and much more!” However, please do not say “Too much to list!” Or “Etc.!” This does not tell the customer what is in the stock.
* End your description with a phrase to get them to the store, such as:
* Brand names, big savings!
* Hurry in for best selections!
* Shop early for best selection!
* Low prices, great savings!
* Great styles, great prices!
* Or come up with your own! ☺

**STEP 6: PROOF, EDIT, AND SUBMIT!**

* Did you include…
	+ A title with name of stock and price point? Is it in all caps? Price correct?
	+ A start date for the promotion/markdown? Is it the correct date?
	+ A great description? Is it all spelled correctly with correct information?
* When your alert is complete, click “Preview Alert.” If you would like to submit up to four photos, click “Add Photos and Preview Alert.”
* If you chose “Preview Alert,” you will now see your alert. Please read over it to make sure it is correct. If you see an error, click “Edit Alert” to correct the issue. If there are no errors, click “Finished” to submit the alert.
* If you chose “Add Photos and Preview Alert,” you will now click “Choose File” to find the photo you would like to submit. When you are finished uploading your photos, choose “Save Photos & Preview Alert.” You will now see your alert. Please read over it to make sure it is correct. If you see an error, click “Edit Alert” to correct the issue. If there are no errors, click
“Finished” to submit the alert.
* After clicking “Finished,” you will be taken back to the main screen to add further alerts. If you did not receive your alert the night before, you can check to ensure that we received your alert by going to your store page. This can be found on the site at: <http://ilovedirtcheap.com/locations/>