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ARTIZAN

ON BUI

May 2, 2012

The Contest Nobody Knew About *A Test of Reading and Response*

So yes, technology gives us many advantages. What used to take a team of four people can now be performed by one | Graphics, colors and text can be crafted and produced at nearly light speed. Online communication can be used both to share information, but, perhaps more importantly, to measure readership.

I sent Artizan's newsletter yesterday with typographical errors. Sadly, my cleverness got the better of me as my intent was to catch one typo. There were two.

You ask, "Why would he do this?" Well, in spite of the technology that counts how many recipients open our emails, I don't know if anyone actually reads them. Okay, I realize this may sound strange, but ultimately I want communication from you that is meaningful to our customers.

For example, do people want to learn something? Or just be notified of a sale? Are new artist announcements interesting? Do you want to see new work from our artisans? We're not a stodgy place and I try to keep things light - even whimsical, maybe.

Anyway, I digress... As of this morning, I have received six emails from customers who received yesterday's newsletter, all of whom point out the typos. So, thanks for helping to answer my question: people do read these things.

I find it only fair to reward such dedication to Artizan and our success. And so, these kind folks will receive a gift certificate for taking the time to respond.

As always, thanks to our customers for the support and, yes, the editorial advice.

I look forward to seeing you soon!

Clayton



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