

# ALABAMA *Antique* TRAIL.com Member Newsletter



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## Summer is here! Tourists are hitting the Trail!

**Thanks** to **all ninety four** of you for making [AlabamaAntiqueTrail.com](http://AlabamaAntiqueTrail.com) a SUCCESS! We are hitting the trail again Thursday to try to make our goal of 100 shops!

A **special thanks** to the **first members** of the trail who joined when it was just an “idea”.

I also want to thank all of you for making me feel so welcome in your shops. People ask me why I do this. I started the trail because I love antiques and collectibles. I now have another reason that keeps me going on the trail – because it has been so much fun meeting all of you! I now have almost 100 new acquaintances who share a passion for collectibles and antiques!

### Press Releases

I am sending out more press releases today to publications across Alabama. If you know anyone at a newspaper or magazine, please forward the attached press release to them. Also, send a copy of the press release to your Chamber of Commerce and ask them to put it in their newsletter. Try to think of other ways that we can make the name [AlabamaAntiqueTrail](http://AlabamaAntiqueTrail.com) known to the public as THE source for antiques.

Select the information you want from the release and email it to your friends or add it to your facebook page. Become a fan of [AlabamaAntiqueTrail](http://AlabamaAntiqueTrail.com) facebook page.

Please let the **Huntsville Times** know how much you appreciate their publishing a **half page feature** on Alabama Antique Trail in their Sunday Travel Section on March 25; we also made it to Al.com Alabama Travel Page because of them! Our hits on our website sky rocketed (is that a word?) I started receiving phone calls on that Sunday morning at 6:30 am. I started receiving emails before I woke up! The editor was Ms. Deborah Storey. Again, please let them know how much you appreciate their featuring us by emailing them or sending her a card or phone call. The Huntsville Times, 2317 South Memorial Parkway, Huntsville, AL 3580 - Phone: (256) 532-4000 or 1-800-239-5271 -Travel Editor: Deborah Storey, [deborah.storey@htimes.com](mailto:deborah.storey@htimes.com)/General newsroom e-mail [htimes@htimes.com](mailto:htimes@htimes.com).

East Lauderdale News in Rogersville also published a press release in their Summer Vacation Guide. Let them know that you appreciate their coverage! Jim Cox is the publisher/editor.

### **Brochure**

Again, please let Auburn Opelika Tourism Bureau know how much we appreciate their help on the brochure. Mr. John Wild and Jennifer Fincher helped make our brochure happen! I believe that most of you should have received brochures by now. If you haven't, please let me know. I have personally delivered some of them and mailed the rest. They are being distributed in all Welcome Centers at the state lines. We will, of course, print new ones in the November/December time frame. So please remember to send in suggestions for improvements.

If anyone else has published information about us or helped us, please let the rest of us know so that we can express our appreciation.

### **Website has new look!**

If you haven't noticed, the website has a **new look**. It was beige and had photos of my personal collectibles; it did not have the shops by city. Now it has shops by city and photos on the left of places in Alabama that I took while on the trail. Of course, my grandmother's black pot is still the icon of the website. I change the **"rolling" pictures** on the right as often as I wish. I try to keep it seasonal! I decided to make the website and brochure look similar.

I also added the Wish List! People ask me all the time, "can you tell me which store has ...." So I now tell them to send me an email, and I will place it on the Wish List so that the member stores can see that someone is looking for a particular item. Of course, they don't send me emails as often as they ask me, but now I am prepared to pass the word on to you. So keep an eye on the Wish List! Or you may even want to send me a "Wish List" item and photo of some item for which you are looking. If it is not useful, we will remove it the feature at a later date.

Another interesting bit of information is that some members of the trail have **sold items** from the photographs on the website! I didn't even think of that; my original idea was to let people know WHERE the stores are. If you are using our generic website, you may easily number, name, and price the article on each photo. Instructions are at the end of this newsletter.

Remember to send me **Calendar of Events** items for your store or for any antique related event. Check out the **"Road Show"** event on the calendar this week.

**JOIN THE TRAIL** part of the website hopefully tells you everything you want to know about the site. Please note the AL.com article is on the Join the Trail page.

Two B&B's are advertised on the right hand side of the front website page and there have been questions on the pricing. Here is the list of pricing for the right hand side banners. I haven't been looking for other advertisers, but if there are appraisers, B&B's, restoration shops, or other related businesses who want to advertise on the right, let me know.

### **Banner Ads**

(below map on right hand side of front page – if you buy one of these, and you are an antique shop, you will also be included on the left hand side)

\$240 a year and linked to your existing website or

\$240 a year and a mini-website with 15 photos or

\$320 a year, a mini-website with 25 photos, and your own domain name (i.e.:

[cedarridgeplantationmarionalabama.com](http://cedarridgeplantationmarionalabama.com))

## Domain Names

Some of you have requested to have your own domain names. If so, you may have your own **domain name (www.theshoppesofqueensattic.com for examples) and hosting for an additional \$80 a year.** That allows you to place your domain name on your advertisements, business cards, etc. If you type in yourdomain.com, then it will go to the website that we have created for you.

Some of you are now paying \$200 a year for your domain, hosting and to be on our site (AlabamaAntiqueTrail.com), your mini-website, in our brochure, on lakesonline websites, and other advertisement that we do.

Most of you are now paying \$120 a year to be on our site (AlabamaAntiqueTrail.com), your-mini website, in our brochure, on lakesonline websites, and other advertisement that we do.

Our price will remain \$120 a year for next year also!

## Renewal

When it is time for **renewal**, we will send you a bill. It will be from lakesonline.com and will say AlabamaAntiqueTrail.com promotion in the line item section. You may pay us by check or by charge card.

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Just a reminder of what **AlabamaAntiqueTrail** is all about:

**Vision:** Our vision is to unite the antique shops, the Alabama state and local government travel and visitors' organizations, Chambers of Commerce, and other interested parties in promoting and elevating Alabama to **“the top destination state for antiques in the southeast”**.

**Mission:** Our mission is to promote and advertise the member antique shops via the AlabamaAntiqueTrail.com website.

**Goal:** Our goal is to “brand” AlabamaAntiqueTrail.com as the “source” for locating antique shops in Alabama.

## Objectives

- To provide current maps, street addresses, phone numbers, business information, hours, and photos of member antique shops on the internet by creating “mini-websites” for all members who do not already have a website.
  - To appear on the first page of at least the two most popular search engines when anyone in the world looks up “antiques in Alabama” or “Alabama antiques”.
  - To promote AlabamaAntiqueTrail.com using brochures, press releases, links on the state tourism websites, advertisements on all lakesonline.com websites, and other methods.
  - To obtain and retain at least seventy-five percent of the antique shops in Alabama as members of AlabamaAntiqueTrail.com.
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The more people **know**....about Alabama's antique shops...

The more people will go....to Alabama's antique shops!

Your shop is currently promoted on an [AlabamaLakesOnline.com](http://AlabamaLakesOnline.com) website nearest your location (i.e.: Alexander City antique stores appear on [LakeMartin.com](http://LakeMartin.com), Rogersville antique stores appear on [Wheelerlake.info](http://Wheelerlake.info), Birmingham stores appear on [SmithLake.info](http://SmithLake.info), etc.).

The AlabamaAntiqueTrail.com is promoted on all [AlabamaLakesOnline.com](http://AlabamaLakesOnline.com) websites with this icon.



The AlabamaAntiqueTrail.com is promoted on the Alabama Tourism website AlabamaTravel.com. You will find AlabamaAntiqueTrail under Activities - Trails ([www.alabama.travel/activities/tours-and-trails](http://www.alabama.travel/activities/tours-and-trails)).

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If you have an AlabamaAntiqueTrail.com mini-website, here are **instructions on how to update your photos**, and if desired, add a title and a price to the item in the photo.

Email me at [Marcia@AlabamaAntiqueTrail.com](mailto:Marcia@AlabamaAntiqueTrail.com), and I will send you your **Email Address** and **Password** which I used to set up your account.

Once you receive the information above,

Go to **LakeMartin.com**

Look at the top right hand corner near the anchor. Click "**Click here to log in!**"

Input your **Email address** and **Password**.

Once logged-in:

- 1) Click on **Services** in the left menu
- 2) Click on **Edit Promo** under Service Description
- 3) Click on **Upload Photos**. Click **Browse**. Select Photo. Select **Open**. Select **Add to Queue**. After uploading all your photos, click on Return to the Promo line, then be sure to select the **Update Promotion button** at the bottom of the page. (You may add a title and price to each photo, if you wish; there's blank space under each photo.) Review your photos. Log out. Review the website.
- 4) If you choose to change your text, you may also use the above method, after selecting **Edit Promo**, change the text, and click the **Update Promotion button** at the bottom of the page. Review your website. Log out.

You may update your photos and text as often as you wish.

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Please send **events, ideas** and **suggestions!**

Sorry that this is sooooo long. I'll try to send newsletters more often so that they will be shorter!  
Happy Trails! Alabama is beautiful!

*Marcia*