

KEYS TO A SUCCESSFUL PROMOTION

1

A local butcher decided to brand tote bags. He sold the TO4708 recycled shopping tote to his customers for a modest price; the direct benefit being that customers would use the branded totes in the community, thus promoting his store. But he took the promotion one step further. He promised a 10% discount on his Angus and organic meats to anyone that used the tote bag in his store on future visits. Not only did he gain repeat customers, but he focused sales in a category that's profitable for him. He was able to easily track the success of his campaign and made significant gains in the area he focused on. He has since re-ordered tote bags three times!!!

2

A prominent chain of fitness facilities wanted to improve their membership renewal rate. One month before each member's membership expired, an NW4060 folding tote bag was sent to the client. These were sent by direct mail with an accompanying letter. The letter invited the member to bring the bag to customer service to have it filled with "prizes" upon early renewal of their membership. Once the transaction was completed the member was given a pedometer (PD3702), a stainless steel water bottle (WB3940), and a cooler bag (CB4027). The promotion has been instrumental in improving the membership renewal rate for this particular chain of fitness facilities and serves to create further awareness of the facilities through the prolific use of these products across the Country.

3

Given the numerous golf course options across the Country, golf courses have a notoriously difficult time attracting repeat business. That's why one innovative golf course decided to give away embroidered golf towels (G3654) to customers. Every time a golfer decided to come back and play a round of golf, they received a complimentary bucket of balls for the golf range upon showing the pro shop their embroidered golf towel. The promotion created more repeat business and allowed the golf course to track that business and increase volume and sales.

The key to the above promotions is to select topical and relevant products that demand a "call to action" on the part of the recipient. This "call to action" creates sales and can be quantified as ROI. We encourage you to think about the above promotions and determine how you can use the same principles to generate revenue through the use of promotional solutions. Remember – have fun with your campaigns!!!!