



# Make Your Sales Promotion More Profitable

**Sampling:**

- 1.** If you can afford to, do it, put a free sample of the product in the home. On the average you can expect 75 percent of the homes to try your product and 25 percent to buy it.
- 2. Slip a coupon into your sample.** An impact coupon produces up to 20 percent more users than the sample alone.
- 3. In advertisements be sure to make the offer of a free sample prominent.**

**Couponsing:**

- 1. When you have to stretch your dollar use couponsing to produce trial.**



- 2. Peg the value of your coupon about one third the value of the product.**

- 3. When you identify your prospects and want a maximum penetration use mail coupons.** With direct mail you can reach 95% of the homes versus 60% with magazines

- 4. Use the smallest possible advertisements for your newspaper coupons.** More coupons are delivered through daily newspapers than all other media combined. Consumers actually comb the paper for them. So conserve your media dollars. Studies prove that size of a coupon has no influence on

the rate of redemption.

- 5. Consider adding coupons to your advertisements in magazines.** Magazines afford the opportunity to deliver a powerful message to a demographically precise audience.

- 6. Add a second promotion device to your coupon.** The effect is synergistic. Redemptions jump. But costs don't. Look at the rate of increase when you combine promotion with your coupon.

**Percent Increase In Coupons Redeemed**

Free Premium Offers	+10%
Refund Offers	+10%
Self-Liquidating Premiums	+3%
Sweepstakes	+2%
Source: Simmons Market Research Bureau	



**7. When couponing in magazines and supplements always buy full color. Color pays its way in coupon advertisements.**

**8. Use free standing coupon-inserts in newspapers in preference to other types.** Preprinted inserts provide the highest redemption rates: They are among the most efficient of all couponing techniques when you use them on a co-op basis.

**9. Play it straight with coupon advertising.** A cute headline does not produce higher coupon than a straight one.

### **Trade Coupons:**

1. Put your coupon in the local retailers advertisement. You'll get double the redemption at a quarter the cost when you tie-in your coupon with the local retailers overall advertising.

### **Price-Offs:**

**1. Put your price-off reductions in the 15 to 20 percent range.** The larger the reduction the faster the sell-through. Below 7%, you only get your own customers.

**2. Don't advertise price-off deals.** No amount of advertising price-offs seems to affect the rate of sell through.



### **Refund Offers:**

1. Use refund offers to perk-up your advertising, your packaging or your salesman.

### **Contests and Sweepstakes:**

1. Create contests to stimulate in-store displays- not entries.

### **"Send for Premiums"**

1. Offers of free-premiums to people who write in are overrated.

### **Self-Liquidating Premiums:**

**1. Pick premiums on the basis of their ability to create trade interest and off-shelf display.** Choose a showy premium that will get the retailer excited, so he'll offer off-shelf display that can increase your sales 20 to 50 percent.

**2. Make sure the premium encourages use of the product.** At least 80 percent of today's premiums are not related to the product. They do nothing to encourage brand loyalty.

### **Premium Packs:**

**1. Select your premiums with great care.**

**2. Try to force off-shelf display.**

### **Retailer Promotions:**

1. Offer on-the-spot premiums to build traffic. A strong "free" offer can produce 15 percent increases in traffic within a few weeks-in banks gasoline stations, fast food outlets.