



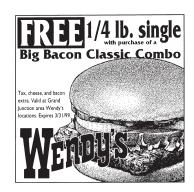
# **Make Your Sales Promotion More Profitable**

### 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.

## Couponing:

1. When you have to stretch your dollar use couponing 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 So 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.