

18

Usual But *Refreshed* Sales Promotions Ideas

About the Presentation

Nothing **out of this world** in here, except a **fresh new perspective** to the proven methods of sales promotion – **which changes everything.**

Want to add your perspective or idea? The last slide is kept for you to update!

We will add it to the presentation with **credits** to you. **Please email it to contact@rewardport.in**

“Not too frequent, not too desperate, not too long“



1 : SALE

- 1.Promote it well and go all out to make it heard
2. Give preference to your existing customers, always
- 3.”Upto x%” doesn’t work, be honest
- 4.Sale must be on everything, not on limited stuff
- 5.Dress it up and make it an event

“Works, Always “



2 : FREE

- 1.The Free Stuff should be useful and not futile
- 2.Dont always give your own stuff free , always
- 3.No “conditions apply”
- 4.Free stuff should lift your product not degrade it

- a. 50 % Off?
 - b. Half Off?
 - c. Buy One Get One?
- Yep its C



3 : BOGO/ 2 for 1

- 1.Keep it simple and don't complicate it.
- 2.Keep it on few items and products .
3. Must be "limited to..." quantity ,time etc

“Everyone loves to WIN”



WIN

4 : Contest & Sweepstakes

1. Easy to participate
2. Have as many winners – “Assured Prizes” - “Everyone wins”
3. Make the giveaway exciting and what people want
4. Request an action, get data and use it

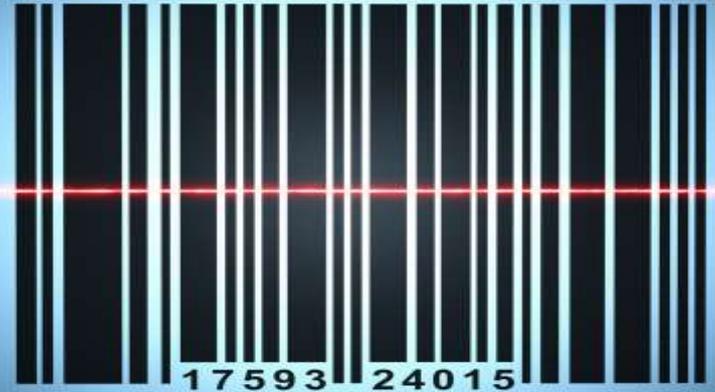
“Surprise”



5 : Assured Gift

- 1.Add a dash of Surprise and excitement
- 2.Make the gift experiential
- 3.The gift should have a high perceived value

“Help save & Make It Fun “



6 : Codes & Coupons

1. Use M-coupons & E-Coupons too and more
2. Distribute it through partners to increase reach
3. Use it for acquisition but also for retention ,referral and rewards

Engage !



7 : Like, share, get!

1. Use Facebook not to show off but engage
2. You don't brag, let the fans do it
3. Reward participation and actions
4. Have conversations not monologues

“# & @”



8 : Tweet & get FREE stuff !

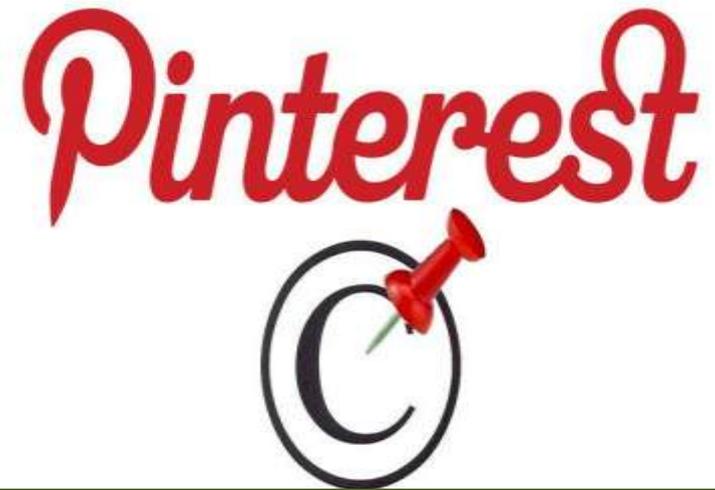
1.Run Contests

2.Reward the 100th ,1000th etc follower

3.Retweet followers tweets

4.Reward most ret-weets , Best # message

“a picture is worth a thousand words’



9 : Pin & get!

- 1.Run Competition – PIN & WIN
- 2.Run offers with powerful images
- 3.Have great images and many of them on the board
4. Acknowledge and reward regularly for “pinning” .

“Convert Word-Of-Mouth to sales”



10 : Refer & get stuff !

1. Create a simple and easy to understand Referral program
2. Make it worth the while for customer to refer
3. Act quickly on the referrals generated
4. Make sure the reference is rewarded too with a great offer to buy

“Simple & Effective”



11 : Deal

1. Price-off on purchase is mostly the best offer

2. Let it be sizable and above competition in your category

3. Don't make it too frequent but make it BIG

“Customer always want more of what you have to offer “

“Do you know what goes along just perfectly with that lovely skirt? These amazing shoes!”



12 : Upsell

1. Offer complementary product or services
2. Time the pitch well
3. Be specific with the up sell offer not general
4. Make assumptions & suggestions

“Engage. Loyalty Follows”



13 : Reward loyalty

1.Doesn't have to always be loyalty program

2.Reward actions other than purchase too .

3.Reward not only with points – acknowledge and make them feel special

“Your Customers own your brand too”



14 : Engage

1. People love to have dialogues & interactions with the brand they buy
2. Encourage participation
3. Engage every where – In store ,online ,on phone
4. Let them have conversations with the brand

“Embrace Freemium”



15 : Free Trial

1.Works for tech products and non tech products too

2.Free Trial is a statement of confidence

3.It works for a donut , a software or a car - find a way to let the buyer get a experience of what you sell

“1+1+11”



16 : Cross promo

1.Align with other brands to reach new customers

2.Offer & get privileges from other brands for YOUR customers & THEIRS

3.Choose alliances carefully and in sync with your brand positioning and target group

“Fun & WOW”



17 : Excitement

1. People love “what money cant buy “ experiences.

2. Add a dash of fun and excitement

3. Sports & Movies are got tags to drive sales and make promos effective

“Make them a VIP”



18 : Pamper

1. Everyone loves to be made to feel important

2. Doesn't have to be indulging , could be just acknowledging

3. Let it be MORE personalized LESS automated



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