

How To Capitalize on a Thousand People Outside of Your Door

Taking advantage of an Event Crowd as a Marketing Tool



Advantages

Cost of Acquisition is Low
Captive Market
Several Impact Chances
Data Capture Opportunity
Chance to Promote
Chance to Educate

Utilize Sampling of your Product or Service

FREE
Samples

- Putting your product in the hands of a possible customer often seals the deal
- You get immediate feed back
- Good for retail and service businesses
- Less expensive than mailing samples
- You can build your mailing list by capturing the data set of each recipient
- Retail businesses can invite customers to visit their establishments now



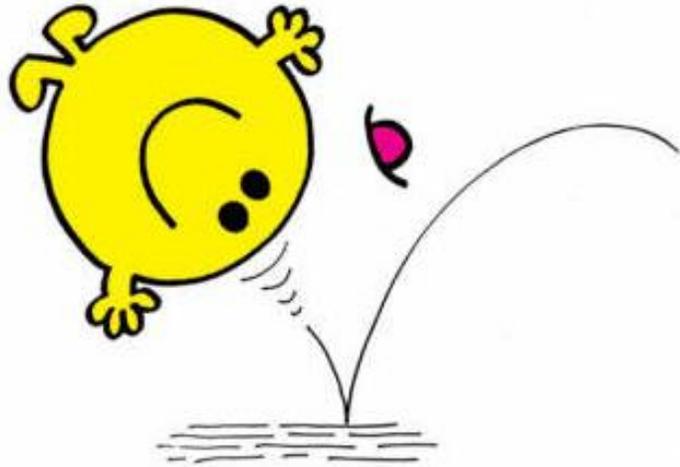
Use Bounce Back Couponing

Bounce Back coupons are coupons given to a customer or potential customer as an incentive for them to return.

- What's your "call to action." make the offer date sensitive. Give your customers or clients a fixed amount of time to respond (depending on the product or service, vary it from 7 days to 60 days.)
- What's your offer going to be? You may want to make it a fairly aggressive offer. Consider that even with an aggressive offer, you'll still probably come out way ahead verses having to extend an entirely new marketing campaign. I find that anything above 15% to 20% usually returned good results.
- Are you going to offer an upsell? For example, "Take 20% off your next purchase AND receive a buy-one get-one FREE on any of our exciting new line of entrees."
- Are you going to make your offer date sensitive? Almost any offer should have an expiration date and disclaimers pertinent to your industry.
- Always, Always collect some data.
- Are you going to initiate a follow-up system? This can be easily done by sending out a reminder email or (if worthwhile) a follow-up phone call by your sales staff to remind the customer and to try to close the deal if the bounce back coupon didn't accomplish this on its own.

MR. BOUNCE

By Roger Hargreaves



Thank You



\$5 "Bounce Back" **\$5**
Coupon
VALID ONLY From
Oct 2012 - Dec 2012

Your Business is Appreciated, and welcome You to enjoy this
"bounce back" coupon on your next purchase

Apply to any purchase over \$50
Customer must spend \$50 before HST & Shipping rates
* Only (1) coupon per purchase *

At White Spot, we value hearing from our guests directly.
Your feedback is greatly appreciated!

As a token of our appreciation, print this coupon and
present it on your next visit to receive

\$5 OFF
your next purchase*