



PROMOTION PLANNING

When sales are sluggish or customer traffic has slowed, it may be time to consider a promotion.

SELECTING A PROMOTION TO SUPPORT YOUR GOALS

If the main objective is to ... Consider these types of promotions:

Boost short-term sales, Move slow sellers

Discount Pricing, Package Deals, Coupons

Increase brand & location awareness

In-store Events, Giveaways

Build regular foot traffic

Loyalty Program, Win Backs, Weekly Deals

Grow email list, Learn about customers

Contests, Surveys, Prizes

PROMOTION EXAMPLES & TIPS

Discount Pricing can help move slower selling items and make room for new inventory. **Examples:** percentage reduction (10% off if customer takes photo in store and posts on Social Media with business @handle and #shopDC) and **slower sale period reductions** (10% Tuesdays, Christmas in July).

Package Deals encourage purchase of multiple items such as Buy One Get One free or discounted item. Don't be tempted to increase prices before the promotion; regular customers will know and be deterred. **Example:** Buy 2 shirts, get 3rd free. Book full hair highlights, get manicure free.

Coupons Codes with simple, unique names make it easier for customers to remember and business owners to track which distribution mode generated the sale such as, July2016TW for Twitter-distributed code.

In-Store Events can highlight a business' expertise, establish their location as a destination and personally connect with customers. **Examples:** Product demonstrations, Ask the Expert day, Meet and Greet

for neighbors and food tasting (if business has food license).

Giveaways include business products or items imprinted with business information. Strategically pick item and distribution location. **Examples:** On a hot day, give business-branded water bottles at a subway station. For a massage therapist, offer a giveaway at a local 5K competition finish line.

Loyalty Program & Win Backs— Retaining customers and winning back lapsed ones cost less than finding new customers. Give incentives to encourage repeat buying. **Examples:** Secret sales to current customers. Frequent visit punch cards. Poll lapsed customers and offer giveaway for their feedback.

Contest & Surveys with Prizes can encourage customers to follow social media and join email list. **Example:** Contest for best photo with business' product/service. Short survey about demographics (zip code, age range) and shopping preferences, then give a prize to randomly-selected respondent.

PRICING 101

These tutorials can help retailers set regular and promotion prices. Visit www.sba.gov/tools/sba-learning-center search by these course titles:

- * Introduction to Pricing
- * Pricing Models
- * Discount Campaign



BEFORE THE PROMOTION

Update online presence. Make sure web site forms and links are working. Confirm business listing on Google, Yelp and Facebook are accurate. Add current photos of business and products. See side bar for more tips.

Identify data to collect that will inform future marketing decisions such as demographics (zip code, gender, age), distribution (how they heard about promotion) and buying habits (item bought, total spent).

Prepare data tracking tool to collect key data such as a low-tech clipboard at register, spreadsheet or fields in point of sale system. Explore analytics features available for business web site and social media pages.

Document baseline condition as point of comparison when promotion ends, such as, amount of sales or foot traffic for a similar period of time.

Focus promotion efforts and content by audience sub-set such as parents buying for college-bound student) or by theme (items for staycation).

Schedule to coincide with larger campaigns to leverage their marketing efforts such as, Small Business Saturday, #showURlocal #shopDC, restaurant week.

Join social media sites for neighborhood or target audience to better understand target markets. Contribute posts with helpful articles to brand business as subject expert and increase awareness.

Coordinate with businesses that are nearby or in same industry such as hair salon and nail salon. Collaboration can be mutually beneficial to save costs and share customer lists.



FREE, FAST ONLINE PRESENCE

Create business listing online for FREE in just minutes.

Visit these pages for instructions and video tutorials.

Facebook Fan Page
facebook.com/business

Google: google.com/mybusiness

Yelp: biz.yelp.com/support/free_tools



DURING & POST PROMOTION

Monitor and respond to email messages and social media posts. Each day set aside time to check email and social media. Acknowledge customer posts, thank them and address complaints. After generating interest, do not lose these hard-won customers by inadvertently ignoring them.

Maintain interest. Announce next promotion soon after initial one ends. Post teasers for future sales. Share helpful tips to keep business in forefront of customers' minds.

Review collected data to measure promotion's effectiveness. Use customer profile data to make inventory and marketing decisions. Check social media usage data for spikes around certain posts.

VIEW ADDITIONAL BUSINESS BUILDERS at dslbd.dc.gov/BusinessBuilders

Business Builders offer general guidance for DC businesses to consider. For help with specific business issues, please contact at dslbd@dc.gov or 202.727.3900.

Questions or suggestions about this Business Builder?
Please contact dslbd@dc.gov or 202.741.0821

