

THE ART OF A GREAT DEAL

A great coupon, one that is redeemable consists of a solid offer or a bonus for coming in and shopping. A well-crafted coupon brings customers to you and it does not cost too much in profit while a bad coupon usually gets no response or eats profit away.

To craft a great deal put yourself in the consumer's point of view and ask yourself if you would really clip that coupon and use it. Also think of what deals make you want to visit that business and which you passed on? By asking these questions you will dig into what your customers have said to you based on their needs or make you think about theirs and complimenting it with one of your products.

As with any business strategy, knowing your target audience is important and this will help create an offer that is based on your customer needs, not just what you want. Get to know your customer by asking questions at the end of the sale or when assisting and keep track of this information. Find patterns and trends and then create offers based on this feedback. The coupon should meet a goal you want to accomplish and include the target you are reaching out too.

Make the coupon process easy! You would dislike going and finding out that there are restrictions or that it does not apply to an existing customer. Why would I ever want to go back? This can back fire and lose customers. If you are discounting a service that only a very limited number of people can use, it's a good idea to have another coupon running simultaneously that will reach a broader audience. Also you may want consider restrictions that require a minimum amount spent. If you are going to promote a coupon that includes a minimum purchase, make sure that purchase is within the amount of what a consumer would normally spend in your store.

Consider the timing on the offer. Make the customer want to go and buy now by creating urgency with an expiration day. The expiration date will give motivation to use the coupon if consumers know they only have access to an offer for a specific period of time. You can also tie coupons to holidays and other seasonal occasions.

Make a solid offer with discounts!

25% vs 15%

Give them something to remember!

\$50 OFF

Dollars off discounts on big ticket items!

FREE!

Use the magic word!

Who doesn't want a BONUS?

- "Buy one get one **FREE!**"
- "**FREE** batteries when you buy one super flashlight"
- "Two (2) **FREE** with each order"

Use em or lose them!

Make effective use of powerful words In advertising

*“FREE, Complimentary, Now,
New, SAVE, Proven,
Guarantee, You, Love,
Health, **Results**, EASY,
Discover”*

Don't stop *hustling!*

Use a ride-along inserts and get them in the door again and again!

- Stuff special sale flyers
 - *Preferred customer sales*
 - New product catalog
 - *Customer appreciation events*
- More coupons in their bag
- *Invite them to your Social Media page(s)*

Capture customers with YOUR in-house list!

Your customer list represents your most valuable asset and greatest potential for sales and profits. Do not ignore this list and get recurring customers back to your business.

During the sale..

Obtain their name, address, email, or cell number

Are you on Facebook?

Opt-in customers to your social media and have signage to those handles

Like chess, know your next move..

Create a planned program of continuous follow-up to your list