

**PRIME TIME
FOR GROWTH**

MAKE AN OFFER

/ MARKETING GUIDE

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Offers and incentives are a great way to create a reason for people to try or buy your products and services. They also stimulate repeat purchases from existing customers and attract a new set of loyal customers. They help give your business the boosts it needs to keep growing.

This guide introduces some basic offer ideas you may consider using for your PrimeTime TV campaign.

Here is the full list of offer ideas which you might incorporate into your PrimeTime TV campaign.

OFFERS & INCENTIVES

- 1) BUY ONE. GET ONE FREE
- 2) FREE DELIVERY
- 3) GIFT VOUCHERS
- 4) % OFF DISCOUNT
- 5) FREE 'X' IF YOU BUY BEFORE 'Y'
- 6) FREE 'X' WHEN YOU BUY 'Y'
- 7) RANDOM REWARDS
- 8) CASH BACK
- 9) PACKAGE DEALS
- 10) PROVIDE A GUARANTEE
- 11) BETTER PAYMENT TERMS
- 12) FREE INITIAL REPORT OR CONSULTATION
- 13) PRICE MATCH

1) BUY ONE. GET ONE FREE

We all use these offers, mostly used for low cost products rather than services often by large companies which sell high volume at low cost. It has been shown that the 'BOGOF' offer works far better than '50% off'.

2) FREE DELIVERY

Used by companies who provide a delivery service. Interestingly, this offer is becoming more and more popular on E-commerce websites where customers shop online and have the products delivered straight to their door.

3) GIFT VOUCHERS

Vouchers can be used to give the customer or recipient a cash-off discount on a product or a service. Or they can be used to claim a free gift while purchasing something else.

4) % OFF DISCOUNT

This incentive offer is strong when selling a product or service where demand is decreasing (like a change of season for clothing) or the market for that product is in decline or has flat lined. It's a strong way to increase demand by creating FOMO relating to the finite time period in which the deal is offered.

5) FREE 'X' IF YOU BUY BEFORE 'Y'

Can be great for companies like gyms or other monthly paid membership companies. For example gyms can offer a free personal training session with every membership sign up through the month of April.

6) FREE 'X' WHEN YOU BUY 'Y'

This offer has been used by car companies successfully for a number of years, most companies now offer a free years insurance with every car purchase. This incentive has also been used by supermarket chains which also have a fuel side to their business. For example, many supermarkets give discounts on fuel depending how much their customers spend on other items in store. This offer can be a great way to get new customers or steal customers from the competition because they feel that what you are offering is more valuable to them.

7) RANDOM REWARDS

This incentive is great for keeping your customers happy! Most companies make the mistake of putting all their efforts into getting new customers but not focusing on the ones they currently have that are spending right now. Vodafone are particularly good at this, they give their valued customers great rewards like free football match tickets or F1 days. The better the reward the more valuable your customers will consider your products or services!!!





8) CASH BACK

Many companies now offer cash back as an incentive for customers to shop in their business. This offer is only really relevant to shops and high street stores but it can be a motivator for a customer to shop with you rather than with competitors.

9) PACKAGE DEALS

You can bundle a group of products or services into a 'package' to get people to spend more than they would otherwise. This offer is particularly popular with holiday companies who instead of offering the flights and the hotel separately, include everything into a package and sometimes offer discount for customers who do it this way. Another example of this would be food outlets who sell packaged 'meal deals', in which customers can buy a sandwich and get a drink and a bag of crisps free.

10) PROVIDE A GUARANTEE

This offer is good for high priced product products/services. High priced goods have a higher margin of loss for a customer if the product is faulty and so most tend to be a bit more careful when choosing products like laptops, washing machines, tablets, cars, mobile phones etc. However if a company provides a money back guarantee - for example, 'if the product becomes faulty within the first year, you get your money back' - the customer is more likely to be persuaded to buy because they know they have that safety net.

11) BETTER PAYMENT TERMS

For example 'buy now pay, next year'. This offer was made highly successful by companies like DFS, car companies and high-end technology companies such as Curry's and PC World. This offer allows customers to purchase a product and either pay the full amount a year or two later (with some added interest) or pay a fixed monthly amount. It works very well when customers can't pay the immediate amount. For business-to-business products or services you could offer terms such as pay on delivery, pay on results, or pay on completion.

12) FREE INITIAL REPORT OR CONSULTATION

This offer will help make your customers feel comfortable with your services, once they work with you for an hour or so, their fears about whether you know their stuff and whether they'd be able to get on with you will be laid to rest.

13) PRICE MATCH

Examples, Bunnings, Dan Murphy's etc. It basically persuades customers to shop with loyalty as the company says 'if you find the same product cheaper anywhere we will pay the match or beat it. Companies who sell low priced goods can often use this because there aren't many companies out there who can beat them for price.



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