

MARKETING OFFERS THAT WORK.

WHY YOUR OFFER IS CRUCIAL - AND HOW TO CHOOSE A GOOD ONE.

There are a lot of moving parts that go into creating an effective postcard campaign. Specifically, however, I want to address one of the most important components on the list: the offer.

It may seem counter intuitive to give your customers a price break when you are struggling with your revenue, and it may seem crazier to give them one when they are lining up to pay your normal rates, but there is more to it than meets the eye. Allow me to explain...

There are 2 Major Functions that an Offer Plays in Your Marketing Campaign.

- 1** Entices new customers to try your product or service.
- 2** Rewards current customers and ensures future loyalty.

In a successful marketing plan, these are your two main goals. Neglect new prospects, and your business will plateau. Ignore your current customers, and your business will see high customer turnover, and plateau - right before it drops off a cliff! Here are some tips on how you can use special offers to reinforce your marketing.

CRAFTING OFFERS FOR NEW PROSPECTS

Here's an example of how a special offer can work for you when generating new leads. If you spend \$5,000 and get 100 leads, your cost per lead is \$50.00. Now, let's say you add an offer for a \$25.00 gift card to everyone that calls off your postcard and instead of 100 you get 200 responses. Your cost per lead is still \$50.00 (\$25 per response and then the \$25 gift card), BUT this way you get twice as many leads, meaning you will likely make twice as much revenue off of that promotion.

Here are the components of a good new prospect offer:

High Perceived Value

Your offer must have a very high perceived value but only cost you a reasonable amount to give. So many things are free these days that as consumers we expect amazing offers. Think about it... Google is free, Facebook is free, at cafes Wifi is free. Do your homework on this point. Survey customers and find out what they would find valuable that you can give away (Note: this doesn't necessarily mean free. See "Low Cost" for more on this.). If it isn't considered valuable, it will not entice people to respond. Worse, it could make them feel like you are out-of-touch or simply do not really care about their business.

Low Cost

The prospect needs to feel as if they are getting a steal, especially if they're trying something for the first time. A steal doesn't mean you need to give something away for free (but don't be afraid to offer a product or service for free, it is very effective!); it could be a steep discount or something similar. The profit you gain from a lifelong customer far outweighs the price of a great promotion.

Believability

Prospects are very wary of offers from companies they are not familiar with. You do not want to try to trick people into thinking your offer is better than it really is. Avoid having to use the dreaded asterisk if at all possible! This only decreases a prospect's trust with you. State the offer clearly and accurately, and make it believable. "FREE* 2012 Mustang" isn't fooling anyone. The following pages show examples of new prospect offers that were great successes for my clients.

ACCOUNTING

NEW PROSPECT OFFERS

B2C

- \$20-35 Off Tax Preparation
- \$25 Off Tax Service, Additional \$10 Off For Referral
- \$50 Off For Introductory Clients Must Present Card To Redeem
- \$35 Off Your Tax Return Stimulus Rebate
- \$35 Off On Purchase Of Homeowner's Insurance.
- Special Free Gift (Valued At \$20) When We Prepare Your Taxes
- Free Irs E-File/Electronic Filing
- Up To 30% Off What You Paid For Your (Previous Year) Tax Returns

B2B

- Free Business Assessment
- Complimentary Quickbooks Analysis
- Personal Tax Organizer Sheet
- Free Consultation
- Prices As Low As \$75 Per Month



Example



Example

CHIROPRACTIC

NEW PROSPECT OFFERS

- Free/Discounted Exam/Consultation/X-Rays/Evaluation
- Free/Discounted Massage Therapy
- Free/Discounted Chiro Services (Acupuncture, Etc.)
- \$25 Off Acupuncture
- \$45 Exam, Posture Analysis, And Required Treatment
- \$27 Consult, Exam, X-Ray, 30-Minute Massage
- Free Exam
- Free Dinner Seminar
- \$69 - Consult, Exam, 60-Minute Massage



Example



Example

CONSTRUCTION

NEW PROSPECT OFFERS

- Free Estimate (Paired With An Additional Offer)
- Discount On A New Project (10%, \$500)
- Free Product With Project (Ex. Outdoor Lighting Package With Deck)
- Tax Credits Available (Popular With Energy Efficient Products)
- Free Installation
- \$1500 Tax Credit
- \$99/Month, No Interest
- Special Neighborhood Pricing On Driveway Maintenance – Provide
- Free Estimate
- Free Low-Voltage Lighting Package
- 10% Off Any Masonry Project
- Different Promotion Each Month – Discount On A Particular Product
- 10% Off A New Custom Deck



Example



Example

DENTAL

NEW PROSPECT OFFERS

- Free Whitening
- Free Consult/Second Opinion (+ Additional Offer)
- Discount On First Procedure (\$50, \$100, \$70, \$150 X2) (5)
- Free Exam/X-Rays
- Discounted Whitening (\$99, \$225, \$150, \$100 Off)
- Specific Procedures
 - » Dentures (\$369)
 - » Dental Implant Program (\$1299)
 - » 40% Off Root Canal
- Invisalign/Clear Correct Discount (\$500, \$700)
- Orthodontic Discount (\$400, \$500)
- 0% Financing
- Discounted Exam/X-Rays/Cleaning (\$69, \$99)
- Free Toothbrush
- Gas Card (\$25)
- Visa Card (\$50)
- \$999 Crowns



Example



Example

EDUCATION

NEW PROSPECT OFFERS

- Free/Discounted Enrollment Or Registration
- Government Grants/Bills Available (Ex - Free Tuition For Active Military)
- Open House
- Open Enrollment
- Limited Time Enrollment Period
- Discount On First Session/First Month



Example



Example

FINANCIAL SERVICES

NEW PROSPECT OFFERS

- Complimentary Lunch
- Dinner Seminar (75% of Our Financial Services Successes)
- Educational Workshop (No Lunch/Dinner)
- Free Seminar “Retirement Strategies For People Over 50”
- Free Book – “Safe Money Millionaire”



Example



Example

FITNESS

NEW PROSPECT OFFERS

- Exclusive Membership Offer!
- 6-Month Membership For \$99
- 12-Month Membership For \$99
- Free Month Membership
- Package Specials/Discounts
- 3-Month Free Trial
- Free Personalized Fitness Plan
- Free Equipment Orientation
- Free Unlimited Tanning
- Free Week Trial For You And A Guest
- \$20.11/Month (No Contracts)



Example



Example

FOOD & BEVERAGE

NEW PROSPECT OFFERS

- Buy 1 Get 1 Free
- \$20 Birthday Gift Certificate
- \$10 Off Any Purchase
- Free Anniversary Dinner (Up To \$Xx)
- 10% Off Your Bill
- 20% Off Your Bill
- 23% Off Your Entire Bill
- \$5 Off Any Purchase Of \$25 Or More



Example



Example

HVAC

NEW PROSPECT OFFERS

AC SUMMER

- Up to \$7500 in Rebates.
- FREE Estimate on new equipment paired with other offers.
- \$59 A/C Check
- FREE 1lb. of freon with AC check
- FREE furnace or air handler with the purchase of complete HVAC system
- Indoor Air Quality Specials: Oxy 4 Air Purifier: \$895 Installed,
- \$250 OFF purchase of REME-HALE air purification system.
- \$59 A/C AC Tune Up Special
- \$59 A/C AC Tune Up 16-point inspection
- \$11.72 a month AC maintenance
- \$200 off AC replacement
- 15% OFF any repair
- \$59 Tune-up special + FREE condenser coil cleaning!
- Preventative Maintenance Program \$175/year for 1 system, \$300/year for 2 systems

HEATING WINTER

- \$59 Tune-up special
- 0% Financing 18 Months for qualified buyers
- FREE Media Cleaner with the purchase of a high efficiency comfort system
- \$59 Furnace Maintenance after qualifying rebate. Limited time offer. Certain restrictions apply.
- Ask about our Frequent Filter Program! Buy 5 get 1 FREE!
- \$2.39 per gallon cap rate on heating oil service contracts for \$275 + tax
- Safety Furnace Start-up \$59 or Deluxe Furnace Tune-up or Premium Furnace Tune-up
- FREE Replacement Estimate Save up to \$1000 on select systems
- Premium Duct Cleaning \$599
- Air Quality System \$298
- 10% Senior Citizens and Veterans
- 20%-40% OFF Heating System Precision Tune-up
- \$500 OFF a computer system install on a qualifying Carrier Performance or Infinity system.
- \$59 A/C Furnace Tune-up 16-point inspection 1" Pleated Filter
- \$50 OFF a new humidifier
- \$200 OFF new Bryant system: furnace, heat pump or A/C OR FREE humidifier
- ONLY \$70 furnace or heat pump tune-up (excludes parts)
- 15% off any repair

\$59

16 POINT A/C INSPECTION

RESTRICTIONS APPLY. CALL FOR DETAILS. EXPIRES IN 30 DAYS.

Example

\$59

HEATING TUNE-UP SPECIAL

RESTRICTIONS APPLY. CALL FOR DETAILS. EXPIRES IN 30 DAYS.

Example

INSURANCE

NEW PROSPECT OFFERS

B2C

- Table With Estimates + Free Quotes
- \$X Check/Gift Card With Quote
- Average Savings X% For Those Who Switch
- Free Tv Raffle

B2B

- Free Quotes
- \$X Check If We Can't Save You X% On Your Insurance

Coverages	Limits	Premium
Dwelling Coverage	\$175,000	\$475.15
Building Structure		Included
Other Structure	\$17,500	Included
Personal Property	\$131,250	Included
Family Liability	\$300,000/occurrence	Included
Guest Medical	\$5,000/person	Included
Additional Living	Up to 12 Months	Included
Deductible		
Policy Deductible	\$1,000	

Total Estimated Annual Premium
Only \$475.15

Example

JEWELRY

NEW PROSPECT OFFERS

- Discount On Product (Coupon Or Scratch Off, 5%-30% Off)
- Secret Sale, (Semi-) Annual Sale Announcement
- Extra 15% Off Diamond And Gemstone Jewelry
- Extra 10% Off Estate Sale Jewelry
- 10% Off Sterling Jewelry, Jewelry Repairs, Watches And Watch Batteries
- 10% Off All Purchase Will Be Donated To (Charitable Organization)
- 30% Off Everything In The Store



Example



Example

LAWN SERVICES

NEW PROSPECT OFFERS

- Free First Mow
- First 2 Cuts Free
- Free Lime With Full Lawn Care Program
- First Application Of Your Lawn Program \$19.95
- Free Instant Lawncare Quote
- Free Insecticide Application
- Free Ant, Flea & Tick Application Or 10% Off Any One Service
- 10% Off For New Clients
- 10% Off Fall Clean Up
- \$25 Off Any Service
- \$50 Gift Card With Maintenance Package
- \$100 Gift Card For Installation Service Of \$2500 Or More
- \$75 Off Landscape Design
- 10% Landscape Installation Over \$1500
- Free Landscape Audit (\$400 Value)
- \$250 Off Landscape Design Services* *Complete Landscape Design Package
- 10% Off Any Landscape Installation Service
- 10% Off Any Landscape Design, Consultation Is Always Free. Choose Your Own Plant Material From Our Stock
- 25% Off Nursery Purchase
- In Support Of Local Businesses, Receive A Gift Card To A Local Restaurant Of Your Choice



Example



Example

MEDICAL SERVICES

NEW PROSPECT OFFERS

- Botox Only \$X Per Unit
- 20% Off Glasses
- \$10 Credit When You Transfer Your Prescriptions
- Free Gift For First 100 Customers
- \$5 Off Any Purchase Of \$20 Or More



Example



Example

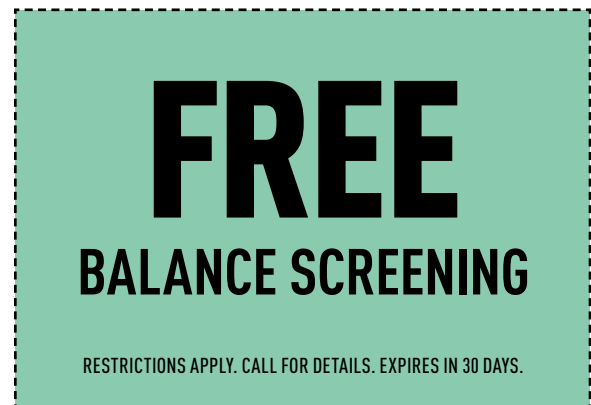
PHYSICAL THERAPY

NEW PROSPECT OFFERS

- Free Evaluation
- Free Fall Risk Assessment
- Free Balance Screening
- Free Massage
- Free Exam With This Card
- Free Consultation/Evaluation



Example



Example

REAL ESTATE

NEW PROSPECT OFFERS

- Free Professional Staging
- Free Home Inspection
- Guarantee - "I Will Sell Your Home In X Days Or I Will Sell It For Free"
- Promote A Low Commission Rate, Why Pay 6% (The Average In Their Area) We'll Sell Your Home Fast For A 2.35% Commission Or Why Pay 3%, I'll Sell Your Home For A 0.95% Listing Broker Commission.
- Free Comparative Market Analysis Or Better Paired With Another Offer.
- Home Warranty
- Free Moving Services
- Free Cleaning Services Before & After
- Crediting \$1000 Of The Broker Commission Towards Closing Costs
- If A Buyer Isn't Under Contract In 60 Days Or Less, I'll Give You \$500



Example



Example

RETAIL

NEW PROSPECT OFFERS

- Discount On Any Purchase (10%-50%)
- Discount Specific/Popular Products
- Free/Discounted Complimentary Product (With Purchase)
- Free Shipping



Example



Example

ROOFING

NEW PROSPECT OFFERS

- Free Storm Damage Assessment
- Homeowner's Insurance Covers New Roof Repair/Replacement For X Number Of Days Following A Storm
- Discount Per Sq./Ft.
- Referral Bonus (\$100)
- Guarantees - Leak Free Guarantee, Lifetime Guarantee On Shingles



Example



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Follow these simple tips and you'll see your offer will do the work to bring in more sales and build loyalty!

Remember, if you give a little, you'll get back a lot!

We track the offers that work in many industries. We have many more for the industries used above, too and our advice is always FREE!

If you don't see yours above, call one of our marketing consultants at **(800) 628-1804** to find out what's working now in your industry.