

8. PROMOTING THE PROGRAM



This step will help you select the most powerful techniques and tactics to keep your message in the forefront.

#8 OBJECTIVE:

Keeping your message in front of the customer can be essential to your success. Having an action involved (the customer brings the postcard in for a free dessert) will help you track which initiative is working.

Review the following list for promotional options and select the ones you can commit to and follow through with.

This is an area in which it will pay off for you to always be on the lookout for an opportunity to tell or share your story. The more creative can sometimes be the most effective and least expensive. Including your history and the 'why' of your operation can sometimes add a positive 'face' to your message.

"THE NEIGHBORS CLUB"

PROVE YOU LIVE WITHIN A 5 MILE RANGE OF THE ESTABLISHMENT,
AND YOU ARE GIVEN A PERMANENT 10% DISCOUNT, "THE NEIGHBORS
CLUB CARD."

PROMOTING THE PROGRAM OPTIONS:

- Maintain a Mailing List and Mail on Key Dates**
- Bulletin Boards**
- Cross Advertising with Other Local Businesses**
- Promotional Coupons (buy one get second ½) to Service Personnel**
- Promotional Coupons placed in Local Business Paychecks**
- Get Involved in a Charity Event**
- Publish or Post Customer Testimonials**
- Senior Club**
- Neighborhood Club**
- Frequent Purchasing Punch Card**
- Take Out Gift Certificates**
- Sponsor a School Team**
- Lunch or Dinner Offerings for Parties of Six or More**