

Types of Promotions

- **Price reduction** - from normal recommended retail price
- **Multi-buy / Multi-save** - e.g. buy two, get one free / buy two for £3
- **Added value** - e.g. extra 33% fill
- **Linked savings** - e.g. free packet of biscuits with jar of coffee
- **Free gifts** - e.g. free glass with bottle of whisky
- **Seasonal products** - e.g. Xmas cards
- **Limited stock** - WIGIG ('when it's gone it's gone')
- **Product launches**

The Key to Good Promotions

- Take advantage of your **supplier's promotional activity** - it's geared to increase your sales
 - Always **pass the benefit to your customers** - the purpose is to increase volume and cash sales, not to make a saving
 - Where possible, **have a promotional display**, preferably in sight as soon as the customer enters the store
 - Again, where possible, **create floor displays** for key bulk items such as beer
 - Create **linked promotions** and display together - e.g.
 - Beer & crisps
 - Coffee & biscuits
 - Chilled ready meals & garlic bread
 - Have a **fixed seasonal area**, and ensure you have the right products displayed e.g. Christmas, Mother's Day, Summer BBQ, Halloween, etc
 - **Tell your customers** and potential customers about your promotions - advertise in store, in local papers, leaflet drops, etc
 - Ensure you have **good availability** - customers don't like to be disappointed.
 - **Ask your supplier** for point of sale material for use in store
 - Create your own **point of sale**, including shelf barkers
 - Ensure **clear pricing**
 - **Remind customers at the till** - e.g. "did you know that you get one free if you buy two of these?"
 - Ensure **enough promotional products stocked** to cover uplift in purchases
 - Ensure **staff awareness** of all current promotions (and offer incentives)
 - Offer **free tasting** where appropriate - e.g. 'wine of the month'
 - Consider joining a **symbol group** for increased promotional support
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