

R&A

M A R K E T I N G

Cynthia Ballou
MARKETING DIRECTOR

OFFERS, PROMOS & SALES TRENDS

CREATING THE OFFER

- ▶ **General Offers:**
Up to XX%/\$XXX off OR
Special Financing
- ▶ **Bonus Offers:**
PLUS Free Delivery, GWP,
Bonus Bucks, etc.
- ▶ **National Mattress Offers**

CHOOSING THE PROMOTION

- ▶ What is the Theme,
Holiday or Event?

SPOTTING SALES TRENDS

- ▶ Sales by Category
- ▶ Sales by Zip
- ▶ New Client Acquisition

Coordinating BETWEEN DEPARTMENTS



ACCOUNT SERVICES TEAM

We work together to develop strategy, offers, and promotions



CREATIVE TEAM

We work together to ensure we have the correct product(s), offer and theme



DIGITAL TEAM

We work together to create any additional social or digital posts/ emails (i.e. for a giveaway or special event)



CONTENT TEAM

We work together on proofing and unique ideas for both print and digital content



WEB TEAM

We work together on any website related changes, updates or errors



DAILY COMMUNICATION

- ▶ Our most successful clients are constantly communicating with us, whether it be email, text message, or a phone call
 - ▶ Send over marketing opportunities in your area or anything that your vendors might send your way
 - ▶ It's important to stay on top of proofs – always ask questions or request changes as they come through
 - ▶ Send us any helpful information such as sales by zip, sales by category, and what % of new clients we have – the more we know, the more we can help, and the more successful we will be!
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