

# “Everything you need to get the sale!”

## Q&A WITH FELIX STEPPELLO

OWNER OF PAWN CORP IN MARCY, NY



## KEY CHALLENGES

### WHAT WAS YOUR MAIN REASON FOR USING OUR PROMOTIONAL PRODUCTS?

“We buy gold for re-minting & recycling purposes and we have a road show where we go to different hotels in New York for people to sell their unwanted jewelry. Our objective was to encourage as many people as possible to show up at our Gold-Buying Road Show.”

## IMPLEMENTATION

### HOW DID YOU IMPLEMENT OUR PRODUCTS INTO YOUR PROGRAM?

“We set up all the marketing materials in hotel conference rooms and advertised on TV, radio, and newspaper. Depending on the amount of gold they sold me, the sellers were either entitled to a free Cancun Sun Escape or Vegas trip. I advertised it as limited quantities, ‘first 10 gets them!’”

### DID YOU RUN A CAMPAIGN OF ANY SORT TO PROMOTE YOUR PROGRAM?

“I gave some trips to a local radio station to use as games’ giveaways, and in return they helped me promote the Gold-Buying Road Show.”

## RESULTS

### WERE YOU ABLE TO ACCOMPLISH YOUR OBJECTIVES AFTER USING OUR PROMOTIONAL PRODUCTS?

“Oh yes, for sure. The show went great, we had a great turn out. I even had to hire an extra person to help me explain the trips because everyone was so excited about it!”

## SATISFACTION RATING

### HOW WOULD YOU RATE THE EFFECTIVENESS OF OUR PROMOTIONAL PRODUCTS OVERALL ON A SCALE OF 1-10?

“Definitely a 10! We are looking forward to continually using a number of your different programs to help bring us more traffic and create more excitement at all our shows!”

