

“Everything you need to get the sale!”



Q&A WITH JON BUMANN

GENERAL MANAGER OF CHALMERS JEWELERS
IN MIDDLETON, WISCONSIN

KEY CHALLENGES

WHAT WAS YOUR MAIN REASON FOR USING OUR TRAVEL CERTIFICATES?

It's nice to offer customers something different. Vegas trips were something we hadn't used before, so we were curious as to how it would work as an incentive at the store. We also felt it was low risk to try it out, our account executive made it clear that we would get free marketing support and the product was satisfaction guaranteed.

IMPLEMENTATION

HOW DID YOU IMPLEMENT OUR VACATION INCENTIVES INTO YOUR PROGRAM?

We ran radio ads that featured the Vegas Giveaway – “Purchase \$1800 or more and receive a trip for 2 to Vegas.” We definitely saw an increase in traffic to the store.

RESULTS

WERE YOU ABLE TO ACCOMPLISH YOUR OBJECTIVES AFTER USING OUR TRAVEL INCENTIVES?

We ran the promotion for 2 months straight and gave away 100 Vegas trips, so we achieved some really good results. We decided to extend it for another month – all in all we gave away 200 Vegas trips – that's 200 sets of jewelry valued at \$1800 or more sold.

BENEFITS

DID YOU FEEL THAT BY RUNNING THIS VACATION PROMOTION IT GAVE YOU A COMPETITIVE EDGE IN YOUR MARKET?

Absolutely, it was something different, and it's something that we will do again.

SATISFACTION RATING: 10/10

“It was a great promotion and we had no issues, it's something we will run at least once or twice a year!”

– Jon Bumann, General Manager of Chalmers Jewelers



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