

# “Everything you need to increase sales!”

*Expressions*  
PHOTO & JEWELLERY



## Q&A WITH JEREMY KLASSEN

OWNER OF EXPRESSIONS PHOTO AND JEWELLERY LTD.

## KEY CHALLENGES

WHAT WAS YOUR MAIN REASON FOR USING ODENZA'S PROMOTIONAL PRODUCTS?

We wanted to get people to come in and check out our new store location, and we also wanted to see an increase in our average sale. Most of all, though, we needed an incentive to get people to buy from a local business. We live in a small town, so the mentality is that you need to drive 200-300 km out of town in order to get a good deal or reliable product information.

## IMPLEMENTATION

HOW DID YOU IMPLEMENT OUR PRODUCTS INTO YOUR PROGRAM?

We used the trips as door prizes for draws in our clearance event when we were clearing inventory from our old store. It was a 3-day sale and we advertised it as the “giving away a trip a day” event. Customers had to spend at least \$100.00 to enter into the draw. If they made a minimum purchase of \$1500.00, they would get the trip as a free gift. We used this program in our Grand Opening event at the new store as well.

I was most happy with our ladies' night event - we advertised this in our flyer, radio ad, a direct mail piece, a billboard, and on Facebook. We offered appetizers and punch, and anyone who made a “wish list” would get entered into a draw for one of the trips. The ladies would walk around the store, writing down the SKU's of the jewellery they wanted, and submit it to us along with the name and contact of their significant other. We then sent these wish lists to their significant other just in time for Christmas!

## RESULTS

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

We definitely saw an increase in traffic and it brought us business. Our average sale increased from \$1000.00 to \$1500.00. Like I said, it's hard to get locals to buy local here, so it definitely was a success.

## SATISFACTION RATING

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

I would give it a 9. For the record, I never give out a perfect score! We were happy with the results and we are definitely planning to use the trips again for our next promotion.



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