

40 % off
SALE
BIG BONANZA

Five Marketing Tip

- Connecting the right item to the right
percentage

By G.L.Everine

EverinesMarketing©;2024

~*~

This was originally written for the January sale, but is relevant for any sale campaign you want to launch disregarding of what time of the year. Having a sale-campaign where you announce that everything is a certain percentage off, might not be enough. Besides it is expensive when everything in your shop is on sale. If you are struggling to pick out what items to sell, here are five tips for you.

Hopefully it would give you some ideas on what items to focus on and what marketing angles to pursue.

People may come because of the sale, but underneath there are different reasons that add to it.

~*~

1. Buying that gift to yourself

Have you had that thought when you were buying a present for the last celebration days that you wanted it too?

Some buy double gifts so they can have it too. For those who haven't bought that extra gift for themselves before celebration days can be looking for the same item to buy as a present to themselves.

What items sold the most during your last celebration day rush?

2. Big, expensive item

Some save up for the January sale, or any big sale day they know is coming up, to buy that one item they normally couldn't afford.

The important bit here is to remember this isn't an impulse buy. This is an item they have looked at for a long time. They have planned it, saved up for it and they know what they want. This purchase can be to replace an item that is broken or it is seen upon as an investment.

Take a look around in your shop. What item(s) would fit this description?

3. Your Shop

Then you have them that come to your shop to see what sales offers you have in general.

These persons come to your shop because they like *your shop*. They like your shop and knowing it is a sale, they drop in to see if they find something they like.

Keep in mind they don't have any specific item in mind and even though they can buy the cheapest items on sale, they are more likely to go for those in the middle. Then maybe for one of the more expensive items on sale.

What items do you have that sell well in general that it is in the middle price range? What other more expensive items can go well with them?

PS! These customers are gold-dust even if they don't buy that much, they like your shop. Give them that extra offer, tip them of new items that comes.

4. Bargain Hunters

I can't write marketing-tips without mentioning the great bargain-hunters.

They go for the items with the biggest percentage off. Cheap items on sale and the more of them the better.

Going for the cheapest items from shop to shop, they don't have the same connection to your shop as the previous group.

Putting items on sale in this group you are most certainly likely to lose more money than you get.

Also keep in mind where in your shop you put these sales items.

What cheap, smaller items do you have that you can sell without losing too much money?

5. Personal

Before Christmas I saw this funny and cute snowman in a shop. I didn't buy it straight away for several reasons, but I couldn't forget his happy face and rather awkward looking shape. It stuck in my mind. Now I couldn't wait for the January sale so I went back and bought it the day after.

Customers like these will have one specific item in mind that they have set their eyes and heart on. It feels personal. Many times they come to your shop to take a look at one (sometimes two) specific items more than one time.



Think back. What items did some customers pick up, but didn't buy?

PS!

If you find that the sale is slow, try to switch from one group to another. Or you could add one group to your sale.

-Can you already now see what group most of your customers belong to? Or do you have a mix between two or all groups?

What you can do is to think twice about what items you put on sale and reduce the number of items you have on sale. And you can add a mix of percentage of the items. Say some is ten percentages off, others 20, 30, 40 and 50. Or you can have a sale where the items are 40 percentages off and not 50.

I do hope these tips have helped you a bit and given you some ideas to your sale.



EverinesMarketing©;2024

