



# Sales Promotions

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# Definition

- Sales promotion is nonmedia and media marketing pressure which any seller/business applies for a limited or predetermined time to achieve any of the following goals:

- Increase customer demand
- Stimulate trial
- Improve product/service availability.

- ~American Marketing Association~

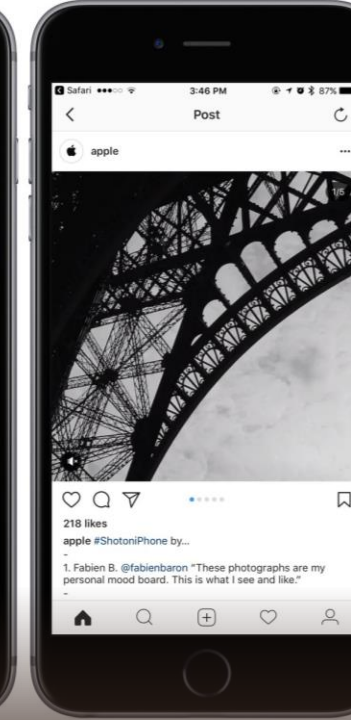
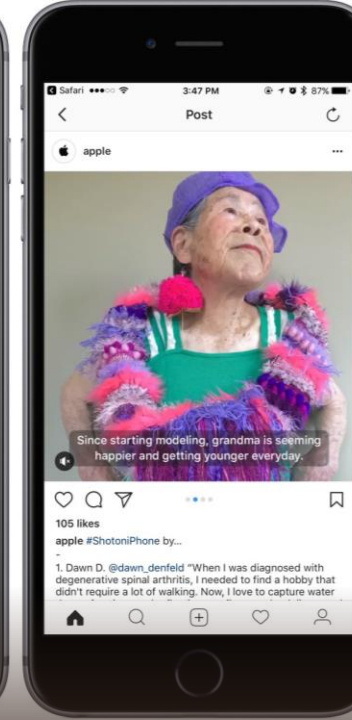
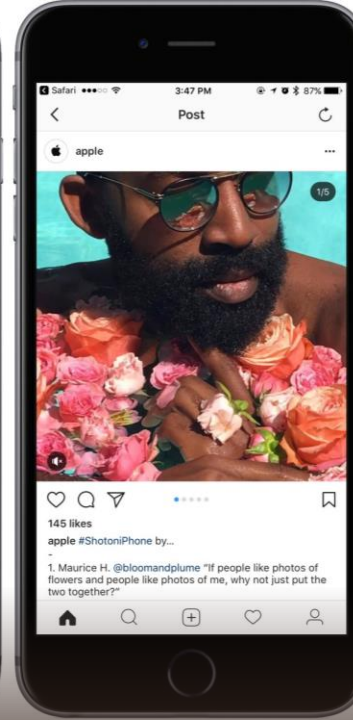
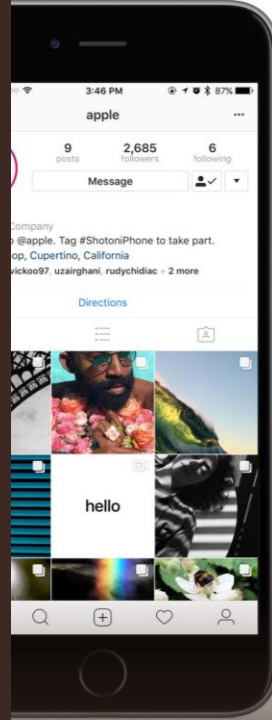


# Types or Forms of Sales Promotion



# Competition & Challenges

This activity usually takes place on social media platforms, and it often follows a theme or campaign created by the seller.



# Flash Sales

- These are activities that offer extreme discounts for a very short period. This sale involves creating a sense of urgency in the customer's mind by encouraging them to take advantage of the sale while it still exists.
- Most popular examples are Black Friday & Cyber Monday deals.



# BOGO Specials



# Sales Promotions as a Customer Focused Campaign

Sales promotion (or simply promotion) refers to all promotional activities (excluding advertising, public relations, personal selling, direct marketing, and online marketing/social media) that stimulate short-term behavioral responses from:

(1) **consumers**, (2) the trade (3) the company's sales force

- Effective sales promotions consider customer relevant themes and campaigns, assess and influence consumer behavior and successfully induce consumers to buy a brand.
  - Encourage buyers to shop online or in-store, encourages consumers to buy more, or to increase donations
  - Short term oriented, focused on influencing customer behavior, BUY NOW not later


Figure 18.1 ▶ Brand-Level Promotion Targets




# Case Study#1:




- Free Item Promotions
- Location specific rewards
- Birthday Freebies
- Customer Loyalty and Appreciation

 **from Germantown Pkwy.**  
Courtesy of Anthony House, Operator




Chick-fil-A® Chicken Sandwich      Spicy Sandwich      Grilled Chicken Sandwich


**Redeemed on 3/13/24**


 **'And One' Wednesday Reward From Chick-fil-A Mid-South** 🏀💙🐻

Go Grizzlies! Way to make the 'And One'. Enjoy this treat on us & score points all season with the Chick-fil-A App.




Chick-fil-A® Chicken Biscuit

 **Happy birthday!**  
Your choice our treat




Chocolate Chunk Cookie, Chocolate Fudge Brownie  
or Kids/Small icedream cup or cone

**Redeemed on 2/19/24**

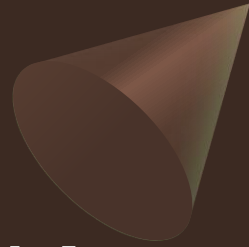
 **Please Enjoy This Reward From Chi...**

❤️ It's Hometown Heroes Appreciation ❤️ When everyone is a hero to someone right now, we want to say thank you & we love you

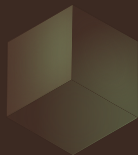


Chick-fil-A® Chicken Sandwich





# Burger King Whopper Sacrifice



**WHOPPER® SACRIFICE HAS BEEN SACRIFICED.**

**WHOPPER® SACRIFICE**

FACEBOOK® HAS SHUT DOWN **WHOPPER® SACRIFICE** AFTER YOUR LOVE FOR THE **WHOPPER® SANDWICH** PROVED TO BE STRONGER THAN **233,908 FRIENDSHIPS.**

Were you sacrificed by somebody? [Send them an Angry-Gross ▶](#)

# Consummating the transaction

- Promotions serve to consummate the transactions while advertising promote brand awareness and shape brand image.
- Diverse sales promotions can be employed based on specific marketing motives for a corporation.

**Table 20.1** ▶ Major Consumer-Oriented Promotions

CONSUMER REWARD	BRAND MANAGEMENT OBJECTIVE		
	GENERATING TRIAL AND RETRIAL	ENCOURAGING REPEAT PURCHASES	REINFORCING BRAND IMAGE
Immediate	<b>Cell 1</b> <ul style="list-style-type: none"> <li>• Samples (19*)</li> <li>• Instant coupons (19)</li> <li>• Shelf-delivered coupons (19)</li> <li>• Mobile phone coupons and apps (19)</li> </ul>	<b>Cell 3</b> <ul style="list-style-type: none"> <li>• Price-offs (20)</li> <li>• Bonus packs (20)</li> <li>• In-, on-, and near-pack premiums (20)</li> <li>• Games (20)</li> </ul>	<b>Cell 5</b> (No promotions match cell 5's conditions)
Delayed	<b>Cell 2</b> <ul style="list-style-type: none"> <li>• Scanner-delivered coupons (19)</li> <li>• Media- and mail-delivered coupons (19)</li> <li>• Online coupons (19)</li> <li>• Social (group) coupons (19)</li> <li>• Mail-in and online premiums (20)</li> <li>• Bounce-back coupons (19)</li> <li>• Free-with-purchase premiums (20)</li> </ul>	<b>Cell 4</b> <ul style="list-style-type: none"> <li>• In- and on-pack coupons (19)</li> <li>• Rebates and refunds (20)</li> <li>• Continuity programs (20)</li> </ul>	<b>Cell 6</b> <ul style="list-style-type: none"> <li>• Self-liquidating premiums (20)</li> <li>• Sweepstakes and contests (20)</li> </ul>



Show on phone or print email & present at register  
Online: FRESHENUP

# Celebrate in full BLOOM



ENDS TODAY!

## BUY 3, GET 3 FREE

All Full-Size Body Care, Skin & Hair Care

Lowest-priced items are free

SHOP

**Bath & Body Works**

Hi Caleb! You have 562 points until your next Reward!\*

**TODAY ONLY!**

**HANDS FULL OF SPRING**

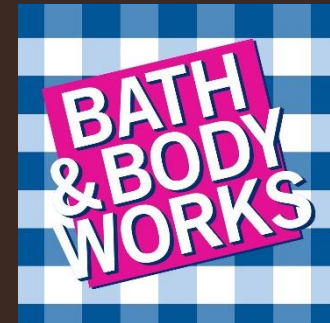
<b>IN STORES ONLY!</b> All PocketBac <sup>®</sup> Hand Sanitizers	<b>ONLINE ONLY!</b> All PocketBac <sup>®</sup> 5-Packs
<b>\$1</b>	<b>\$5</b>

Limit 24  
Use code **FRESHENUP**

SHOP

MEMBER BENEFIT: This offer and more is in your Wallet!

# Case Study #3



- BOGO
- Discounts
- Reward Point System
- Limited Time Offers

# Key Performance Indicators (KPIs) for Sales Promotions

Measuring Success and ROI



# Introduction to KPIs

*"A Key Performance Indicator (KPI) is a measurable target that indicates how individuals or businesses are performing in terms of meeting their goals."*

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*"Key Performance Indicators (KPIs) are the critical (key) quantifiable indicators of progress toward an intended result."*

Hennigan, Laura. "What Is A KPI? Definition & Examples." *Forbes*, 24 April 2023, [What Is A KPI? Definition & Examples – Forbes Advisor](#). Accessed 11 April 2024

"What is a Key Performance Indicator (KPI)?" *KPI.ORG*, [What is a Key Performance Indicator \(KPI\)? - KPI.org](#) Accessed 11 April 2024



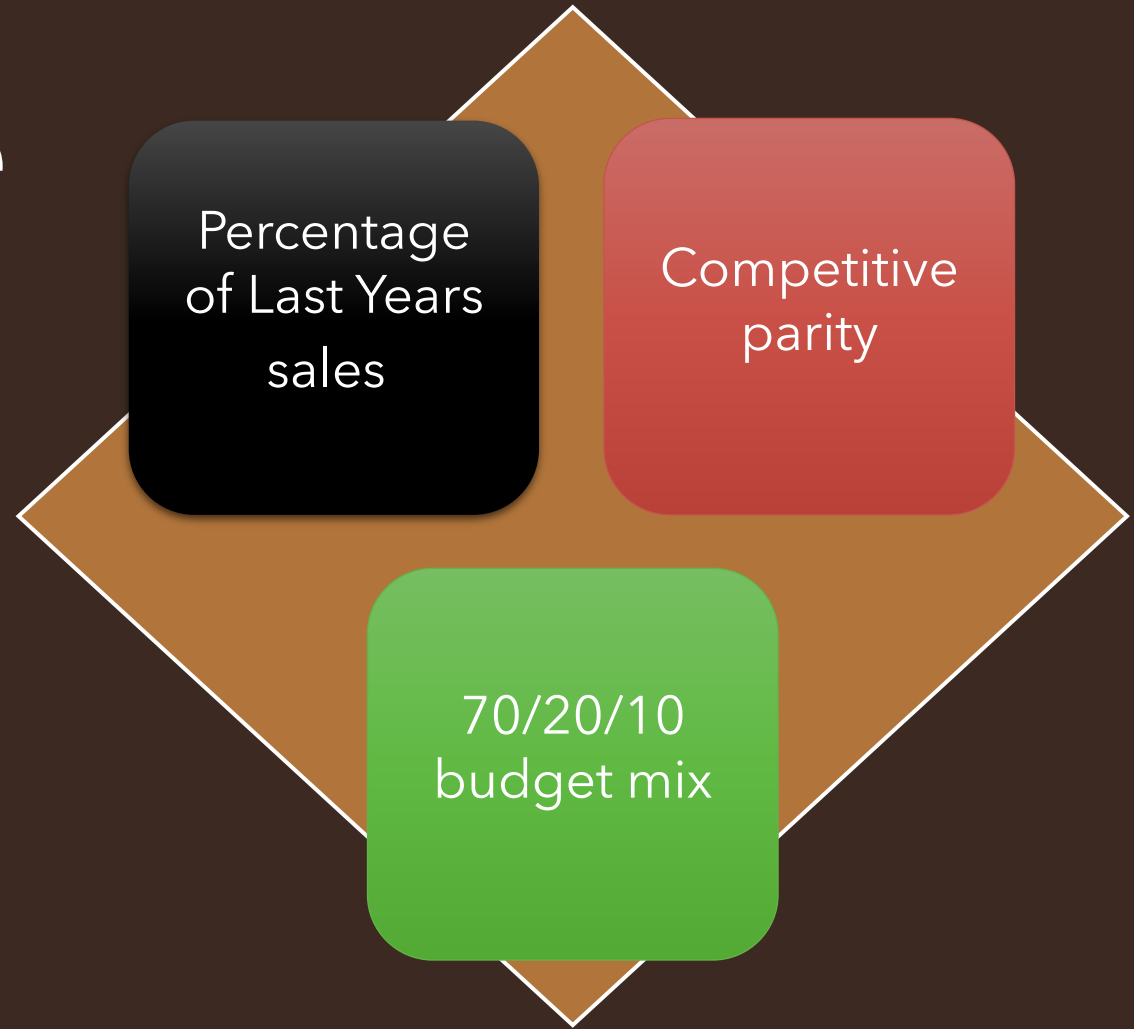
# How to choose your KPIs | SMART Framework

## SMART criteria

- Specific
- Measurable
- Achievable
- Relevant
- Time-Bound

# How to choose your KPIs | Budgeting for Sales

## Promotions



# KPIs in Action | PT1

- Altar'd State, a women's clothing store, has a BOGO sale (buy one jacket get one 50% off).
- Promote BOGO sale through Instagram, Facebook, email and SMS marketing.
- Goal: Increase engagement by 5% and sales by 10% within three weeks.





# SMART Criteria of Previous Example



## Specific

Increase sales by 10%

Increase engagement by 5%



## Measurable

Increase sales by 10%

Increase engagement by 5%



## Achievable

Promotional tactics:  
Instagram,  
Facebook, Email and  
SMS marketing



## Relevant

The goal is relevant to the business's aim of selling more products and engaging with their customer base



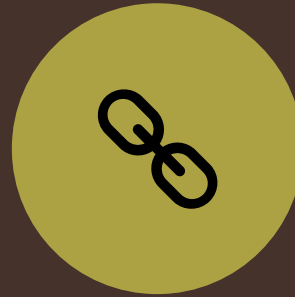
## Time-based

Within the next three weeks

# KPIs in action | PT2



Conversion Rate:  
Tracks purchases made  
from the promotions.



Click-through Rate:  
Monitors clicks on  
promotional links.



Engagement Rate:  
Likes, comments,  
shares on social media  
posts.



Revenue Generated,  
Customer Acquisition  
Cost, Retention Rate,  
ROI

# Few more example of KPIs



CUSTOMER  
LIFETIME VALUE



CUSTOMER  
SATISFACTION



WEBSITE  
TRAFFIC



UNSUBSCRIBE  
RATE



TIME ON PAGE

[16 marketing KPIs to improve your business strategy \(webflow.com\)](https://www.webflow.com/blog/16-marketing-kpis-to-improve-your-business-strategy)



Thank You