

# “Everything you need to increase sales!”

## Q&A WITH BRUCE OLSEN

Owner of Camrose Cycle in Camrose, AB



## KEY CHALLENGES

WHAT WAS YOUR MAIN REASON FOR USING OUR PROMOTIONAL PRODUCTS?

“I decided to use your promotional products because our store needed to stand out in the motorcycle industry. I was getting really tired of customers getting all the information from us and then going to a different store and buying from them for \$200 cheaper. It was a waste of time and energy. That’s why we were very eager to get these certificates and start the promotion right away. We hoped that by giving the customers some added value, something that other stores did not have, they would know that they’ve made the right decision to buy from us.”

## IMPLEMENTATION

HOW DID YOU IMPLEMENT OUR PRODUCTS INTO YOUR PROGRAM?

“Anyone who bought a bike got a trip to Vegas. We featured it on our website, on our Facebook page, and sent out monthly e-newsletters to get the word out there. It was a cost-effective and successful campaign, it created a buzz and brought us traffic. We used the lock-in tools to get the customers to remember to come back to us if they were shopping around, and used the hangtags on the handlebars of the bikes to further promote the vacation giveaway. The visuals really helped a lot, I was impressed by the materials you supplied us with.”

## RESULTS

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

“The certificates worked out really well for us, we were able to close more deals on the spot and we had a lot of happy and excited customers. ”

## SATISFACTION RATING

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

The trips were really very effective tools, I have absolutely nothing negative to say about them, so it’s a 10.

HOW MANY TIMES ARE YOU PLANNING TO RUN THESE TYPES OF PROMOTIONS OVER THE NEXT 12 MONTHS?

We’re going to use these trips on an ongoing basis. We’ll change up the vacation with different seasons and different featured products - it’s good that you have a wide variety of products to choose from. We’re thinking of doing cruises in the fall and Mexico in the winter.



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