

Topic: Bonus Certificate for Customers

Frame Shop: Woodland Art in Faribault, Minnesota



GOAL

Mike wanted to generate new business for his Framing Studio and establish that the customers would return.

IDEA

He formulated a bonus certificate for his customers. If a customer purchases a gift certificate of \$100, then they receive a \$50 bonus certificate to use in his Framing Studio between January 2, 2012 and February 29, 2012.

DEVELOPMENT

Mike based his advertising campaign on ideas he witnessed at some of the local restaurants in his area and he researched his idea further on the internet. He was able to create and print his own certificates and signage to utilize in his Framing Studio. He also placed his Bonus Certificate Advertising campaign in the Faribault Daily News/Faribault Area Shopper newspaper.

DEMOGRAPHICS

Mike's Framing Studio is located in a population area of approximately 15,000-50,000 and he is experiencing a slow economic state in his area. He specializes in Framing and Giftware.

EXECUTION

He decided to launch his advertising campaign for the months of November and December 2011 within a 15 mile radius of his shop, with no special demographic customer in mind. The newspaper advertisement began in October.

RESULTS

Mike stated that he believed the Bonus Certificate Campaign drew in mostly his already existing customers. He was able to monitor the results by the amount of customers who came in with knowledge of the offer versus the customers he had to tell. He believes that the coupon has encouraged his customers return, so they can take advantage of the coupon. He would definitely utilized this advertising campaign again.

	Time	Cost
Developing the plan	1 hour	Time Only
Researching	6 hours	Time Only
Initiating	3 hours	\$350
Maintaining	2 hours	\$25
Wrap Up		
Total Cost		\$375
Nelson's Certificate		\$200

