

Offers and Propositions

Course Type

Online

Duration

90 Minutes

Module Overview

Your offer is the key to the success of your marketing effort. Learn how to create an effective offer for your particular product or service. Explore examples of different offers including free premiums, discounts, deadlines, and more. Attractive offers will help to both retain existing customers and catch attention of new clientele – so join us for just 90 minutes and walk away with the skills to provide your customers the offer they want!

Module Objectives

- Learn the terminology used in developing offers and propositions
- Define and evaluate current offers as they relate to your product or service's features and benefits
- Learn how to create offers that are relevant, appealing, and effective in order to drive customer responses across multiple target audience segments
- Introduce marketer's safeguards in terms and conditions
- Understand how offers should be consistent with the organization's marketing goals
- Illustrate types of offers including benchmarks, games, contests, and sweepstakes
- Examine how testing results evaluate if the proposition is the best offer for your audience

Module Outline

Defining and explaining the offer

- The offer defined
- Main elements of the offer
 - Product/service
 - Incentives
 - Price
 - Payment options
 - Guarantees
- Features/benefits table
- The role of terms and conditions on offers
 - A safeguard for marketers, not necessarily consumers
 - Concerns and regulation
 - Common sections – the scope of terms and conditions
 - Do consumers read terms and conditions?
 - Disclosures

Your Organization's Marketing Objectives Guide the Offer

- Examples of an organization's marketing goals
- Selling direct

- Lead generation
- Subscription or Membership
- Drive traffic (e.g., to retail store or website)

Short- and Long-Term Effects of Offers on your Organizational Goals

- How offers are tied to business objectives
- Impact of goals on short-term and long-term offers
- Three characteristics of effective short-term offers
- How to build value with long-term offers

Propositions

- Creating the right offer for different situations
 - When to use hard offers vs. soft offers
 - The impact of free
 - Linking the offer to a call-to-action
 - Creating urgency
 - Creating compound offers
 - The power of referrals and “get-a-friend” offers
 - Merchandising the offer for better results
- Six benchmarks for direct marketing offers
 - Planning for a robust multichannel offer
 - Is your offer specific or could it be applied to any product or service?
 - Is your offer valuable enough to motivate response?
 - Is your offer unique and something that will engage consumers?
 - Is your offer relevant and does it provide a real benefit for those responding? Is your offer believable or too good to be true?
 - Is your offer clear, simple, short, and precise...or, leave the customers guessing?
- Strategies for creating offers to multiple target audience segments
 - Some offers are created for niche markets, while other offers stretch across broad audiences
 - Some popular offers you should know
- Using games, contests, sweepstakes to improve results
 - These are among the most engaging kinds of offers
 - How games and contests change behavior
 - The incentive is often more powerful than the product or service that has implications for loyalty and repurchase
 - Sweepstakes rules
- Investigate ways to test your offers
 - Balancing the goal of response with profitability
 - Case study: American Marketing Association – Testing membership offers

Registration Rates

DMA member \$189

Non-member \$219

Instructor

Ron Jacobs

President, Jacobs & Clevenger

Ron Jacobs is president of Jacobs & Clevenger, a multichannel direct marketing communications agency that provides direct, database and digital marketing solutions. Founded in 1982, J&C helps clients optimize business value, while extending communications efficiency.

Ron is a marketing communications thought leader and frequent keynote speaker at conferences worldwide. He has won rave reviews for his fresh content that helps organizations rethink core practices and position themselves for next-level growth. Ron's clients include leading organizations in consumer goods, business marketing, information marketing, utilities, regulated and recently deregulated industries, trucks and heavy equipment, software and technology, financial services, retail, hospitality and travel industries.