

PMP Sales

Powerful Sales with Personal Commitment

FREE TIPS

on how **YOU** can **MAXIMIZE** your

ADVERTISING

Get the most out of the dollars you spend in advertising, including:

1. Direct Mail
2. Mobile Campaign
3. Print Advertising
4. TV & Radio
5. Showroom Atmosphere

FREE 1 TIP # Direct Mail



There are several options when you choose direct mail, from post cards to invitations to letters. For these tips, we will focus on how to maximize a **LETTER**.

1. Send your letter to your **own customer list** - Our 25 years of experience have proven that a letter sent to your own customers vs. a demographically generated zip code list yields a return of about \$10-\$15 per letter. In other words, if you send out 10,000 letters to your own customers, you can expect to generate \$100,000 - \$150,000 in sales as a result. Sending it to a zip list is not a terrible idea, but it won't give you as strong of an ROI (return on investment).
2. Bigger is better - send a **legal-size letter** (8.5" x 14") instead of standard letter size. Not only does this provide extra room for your message, but the larger a piece is, the less likely it is to get lost on the kitchen counter with all the other mail.
3. Include an **incentive** - give the reader a reason to COME IN to your store... that's the whole point, isn't it? This could be a coupon, a door prize, free food, a drawing for an area rug, etc. Make it clear that the reader **MUST BRING THE LETTER** to be eligible.
4. Use **BOLD colors** and a **HUGE headline** (about 25% of the total letter space), and mark the outside of the envelope with a very short summary of your message. Think of all the mail your reader may get on any single day, and when they place the pile of mail on their table at home, you want your piece to catch their eye.
5. Add "**Or current resident**" underneath the recipients name on the envelope. This reduces the amount of pieces that will be returned to you undeliverable.
6. Always include your **address, phone number, hours and website** on the letter. It's even better if you include a picture of your store (and a map if you're hard to find) and pictures of the type of furniture you sell.
7. Make it **URGENT!** Give the reader a **specific time-frame** in which they must respond, or they will miss out on your offer.
8. **Timing** is everything. Schedule your pieces to arrive in homes approximately 1-3 days prior to the beginning of your event. Since most events run over a weekend, you would want to schedule the letters to be in homes Tuesday, Wednesday, and Thursday of that week.

If you have never done a direct mailing to your customers, now is the time to start. Feel free to [CONTACT US](#) if you would like more information about PMP Sales Services to independent retailers.

Next FREE TIP: [MOBILE CAMPAIGN](#)

FREE TIP # 2

Mobile Campaign



How to maximize a **MOBILE CAMPAIGN**:

1. Come up with a **killer THEME** for your mobile campaign, and give it to the public in limited doses. Maybe it's **CUSTOMER APPRECIATION** month – or you are running an **EMERGENCY OVERSTOCK LIQUIDATION**. Whatever the event, it must be differentiated from your every-day sales and discounts.
2. Select the **right mixture** of mobile campaign options for your store's specific location. Are you located in an urban area? Then you definitely want to utilize the mobile billboard, and maybe put some sign walkers on a few corners near your store. If you are located in a rural area, investing in some road-side signs would be a better option. What about the suburbs? Feather flags work great in front of a shopping center, sign walkers are very effective at busy intersections, and mobile billboards work well in suburban areas too. Road signs can be placed as far out as you want: in neighboring towns, along exit ramps, etc.
3. Keep your message **short and to the point** - display it in **LARGE** lettering that takes up 30-50% of the total sign space. Only include the necessary information on your signs: **MESSAGE**, **CALL to ACTION**, **NAME of STORE**, **ADDRESS**, **PHONE** - if you have more room, such as on the mobile billboard, add a picture of your store, your website, and some pictures of the type of product you sell.
4. Use **BOLD COLORS** and lots of **CONTRAST**. Use contrasting colors in your text and background that can be easily read from a distance and on short notice. Keep colors **SOLID**, avoid gradients or photo backgrounds.
5. **Don't OVER-USE** a mobile campaign. As stated in #1 above, it's best to utilize this method in limited doses, and always in conjunction with a specific theme or event.

If you're still unsure about what a mobile campaign actually is, visit www.majorlookadvertising.com for more info.

Next FREE TIP: PRINT ADVERTISING

FREE TIP # 3 Print Ads



PRINT ADVERTISING is where attention to detail is very important. People will spend time to read the text in an aesthetically pleasing ad, so you want to make sure it is accurate and free of typos.

1. **COLOR & CONTRAST.** Use BOLD colors, with plenty of contrast. RED, YELLOW, and BLACK are the best eye-catchers, but other basic colors (such as true green, blue, orange, purple) should not be underestimated. Avoid using non-rainbow colors (such as tan, maroon, navy blue, sky blue, mint green, etc.) unless they are part of your branding. Never put the same color background as your headline behind your headline, even if your headline is outlined in a different color. If your ad is black and white, then use BLACK and WHITE mostly, avoiding a lot of gray shades. Remember, CONTRAST.
2. **HEADLINE.** The headline of the ad should be made from THICK BLOCK-TYPE lettering and take up at least 25% if not 35% of the total ad space. The headline should communicate your message in a few words, such as: "72-HOUR FURNITURE SELL-OFF" or "TAX-FREE WEEKEND!" It should be kept short, simple, and to the point.
3. **ABOUT YOU.** Your logo should be at the top and bottom of larger ads. Your store's complete information should always be included (Store Name, Street Address, City, Phone, Website, Types of Payment Accepted, Hours of Operation, Simple Directions, a Landmark or a Map if you are hard to find, and a picture of your store). The reader should never be left guessing who's having this sale, where or when it is.
4. **INCENTIVE.** Offering the reader something special if they come to your store pays well. Include a cut-out coupon at the bottom of your ad that will entice customers to come in. Make it a specific time-frame, perhaps limit the offer to "THIS THURSDAY-MONDAY ONLY" to increase the urgency.
5. **TIMING.** Running a newspaper ad on a THURSDAY works well to catch those weekly 9-to-5ers who have been wanting new furniture and are planning their weekend shopping stops. Second to that is running an ad on Saturday or Sunday to catch the majority of the population.
6. **PHRASING.** Tell the reader what you want them to do in clear, concise terms. Use direct statements like, "HURRY IN TODAY!" or "DON'T MISS THIS SALE!" or "SAVE HUNDREDS OF DOLLARS ON FURNITURE THIS WEEKEND ONLY!" or "VISIT OUR WEBSITE TO SHOP AT HOME!"

Next FREE TIP: TV & RADIO

FREE TIP # 4 TV and Radio



TV & RADIO are wonderful tools that can be used as much or as little as you want, for branding purposes or to promote an exciting event. These devices are owned by nearly everyone in the country, found in both homes and cars, making them a powerful advertising method.

1. Start with a **STRONG THEME**. Your commercial will stand out if it has a good reason to, and a strong theme is just that. A strong theme could be STORE CLOSING, RETIREMENT LIQUIDATION, MOVING SALE or another life/business change or event . If you don't have major transition plans in place, your strong theme could be CORPORATE RESTRUCTURING, INVENTORY REDUCTION, or even WALL-TO-WALL CLEARANCE EVENT. For themes this strong, you may want to enlist the help of a professional promotion company like [PMP Sales](#) to ensure the maximum success.
2. Your **SCRIPT** should be straightforward and to the point: State your theme in the beginning, give a very brief explanation behind the theme, give examples of the massive savings you are offering, state the theme again, include phrases that create urgency (such as "You may never have a chance to save like this again in your lifetime!" or "First come, first served!"), end with your theme again and the name and location of the store.
3. Use a strong male voice for the **VOICE-OVER**. Your voice talent should be able to talk quickly and clearly, using a variety of voice inflection to create excitement.
4. Have upbeat **MUSIC** in the background with drums and steel guitars, something that sounds pumped up! Use bold and engaging **SOUND EFFECTS** like smashes, booms, and echoes.
5. For TV, use bright colors and plenty of "**FLASHY-NESS**" - add animation and bursts of color to keep the viewers eyes engaged.
6. On the closing screen of a TV spot, show a **PICTURE OF YOUR STORE** and include the theme, your logo, the days of the week that you are open, the type of payments you accept, and a call to action like, "HURRY IN TODAY!" or "GET HERE BEFORE ITS GONE!" For radio, repeat the theme, the name and location of your store, your hours, payment types accepted and close with a call to action phrase.

Next FREE TIP: [SHOWROOM ATMOSPHERE](#)

FREE TIP # 5 Showroom



A smart advertiser doesn't leave her showroom out of the mix – remember, getting the traffic in the door is only half the battle. When you supply an exciting destination for the customer, it punctuates the campaign and builds a sense of urgency, which results in a higher rate of closed sales.

1. **Window Signs** are probably the most important change you can make to your showroom. Customized, florescent painted signs that fit your windows from width to width, spreading your message as far across the window panes as possible are the most effective kind of window signs. This creates excitement before customers even enter your store, by projecting your event into the parking lot as they drive in, or in some cases, shouting your message to passing traffic on the roadways. Another benefit of width-to-width customized signs is the curiosity generated outside when people aren't able to see in the windows – it draws them in to see what's happening inside.
2. Change the **music** to upbeat, catchy and popular tunes. Have you ever stayed in your car just to hear the end of a song you really like? The same principle applies here. In addition, catchy tunes promote a sense of familiarity, making your customers feel more relaxed and comfortable in your store.
3. **Re-tag** your showroom with price tags that match the theme of your sale. This reinforces the legitimacy of the discounts they will receive, and adds to the sense of urgency for your limited-time offers.
4. **Re-arrange** the display of merchandise, and add more sample models to the floor. Don't shy away from crowding your showroom with merchandise during a big sale. It's good to present a packed showroom to your customers because it creates the mindset that you have more than enough and are willing to make a deal. A re-arranged showroom also gives the be-back buyer the impression that everything is changing quickly, and if they don't act fast, the piece they want may be gone soon.
5. Add **extra flair** like signs, balloons, and pennants to remind your customers that this is a special, one-of-a-kind event. They may never have another chance to get this furniture at these prices again!
6. Offer **refreshments** and **free gifts** and/or **activities** for the kids. Most furniture shoppers are growing families, so ease the shopping experience for them by providing a distraction for their children. Anything from a popcorn stand to a bounce house to temporary tattoos can keep the children occupied long enough for their parents to take the time required to make a buying decision.

CONCLUSION:

Hopefully this information has benefitted you. Remember to drop me a line at ron@pmpsalsusa.com to let me know how my tips have helped your marketing efforts become more effective!

If you would like more information on PMP Sales' services to furniture retailers, please [CONTACT US!](#) We would love to help you double or triple your volume. PMP Sales offers FREE STORE ASSESSMENTS and FREE INITIAL CONSULTATIONS, with no obligation to you whatsoever.

CALL TODAY to schedule your FREE STORE ASSESSMENT: **845-826-0054**

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