

Class Notes

Distributor Self-Promotion Program



PromoShop Inc.

Objective: To introduce the company and give recipients an incentive to respond by a specific time, ultimately generating new accounts and new business.

Strategy & Execution: PromoShop's headquarters are near the beach in Playa Del Rey, California. The hip, fun connection is surfing, and the hot promotional item at the moment is the bobble-head figure. Putting it all together, PromoShop sent out 1,100 (male and female) custom bobble-heads, fashioned after a surf theme. The figures also doubled as a desktop business card holder, complete with prominent PromoShop logo. The extra hook was a bounce-back card that entered the sender in a contest to win a real, full-size PromoShop surfboard. The bobble-heads were sent to new prospects and to existing clients who had not made any recent purchases. The responses came flooding back in like waves on a beach! Of the 1,100 packages sent out, 428 responded—386 of which were brand new, prospective clients.

Results: After only two months of the program launch, PromoShop saw 123 new accounts directly resulting from this campaign. Fourteen of those accounts wanted their own bobble-head promotion. The 39-percent return on this direct mail campaign is an unqualified tidal wave.