

PromoCard Marketing Concept

To catch more customers you have to be good at **'fishing'** and the more tempting the **'hook'** the better the **'catch'**

The 'hook' – **PromoCard mini-presentations** combine carefully constructed information with eye catching design to lure:

- Website Visits
- New inquiries
- Repeat sales
- New referrals

'Fishing' further –check out **PromoCard 'blind-spot' marketing** technique, a simple proven way of increasing the amount of recommended business received

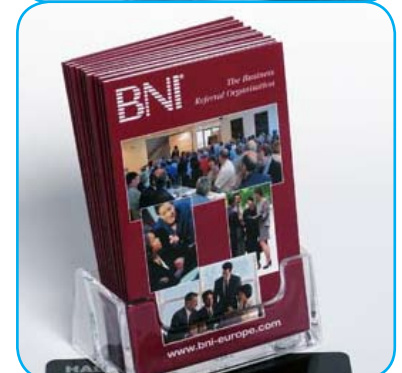
A PromoCard fits into a wallet – is easy to handout – and promotes your business in moments.

Examples of typical content;

- key product and service messages
- displays facilities and map location
- awards, testimonials and reviews
- price list, loyalty and appointment card
- tear-off section for promotions and gathering information

The Flexible promotional tool which:

- acts as a reminder for repeat sales when given to customers with a receipt or return of credit card.
- enhances recommendations in the hands of happy customers.
- are an ideal handout for;
 - networking
 - given away at conferences
 - given away at exhibitions
 - cross-promoting with other business
 - displayed in POS dispensers
 - inclusion in direct mail correspondence
 - inclusion with invoices
 - scattering at corporate or social functions
- **can replace larger more costly leaflets**



Remember! 'a picture paints 1000 words'

