

# 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

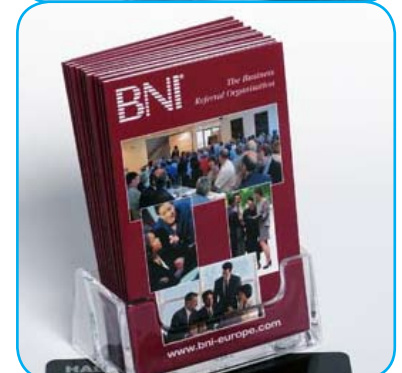
**A PromoCard fits into a wallet – is easy to handout – and promotes your business in moments.**

## 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'

