

White Paper 003

Gain Customers In A Slow Economy

Perception is a very powerful tool and understanding how your customers perceive your services and products is important in sales no matter what the economic climate. These days what seemed like a necessity a few months ago is a luxury to many people. Whether this is true depends on a person's individual circumstances. Regardless of the truth of a customer's situation, if the customer perceives an item or service is no longer obtainable or affordable in the current economic climate, then for all intents and purposes, the item is not affordable.

By keeping a finger on the pulse of customers and analyzing how products and services are perceived by clients, business owners can tailor marketing to ensure the correct products and services are presented as sales items when customers perceive lean economic times. By understanding which products are viewed as necessary and which products are seen as luxury items, business owners can make special offers and sale pricing on necessary items to entice customers to continue purchasing.

In lean economic times customers who previously may not have been interested in coupons may now see a need to use coupons. The psychology of doing something proactive (like using coupons) to help save money when finances are perceived to be tight can make it easier for customers to buy items they might consider cutting from their budgets which will help sustain sales.

Our market research shows coupons are a valued item in advertising with our readers. To help our advertisers to offer more coupons and connect with our readers we developed The Coupon Club at no additional cost to our advertisers. The Coupon Club is an on-line page of coupons downloaded from our website that allows readers to find additional savings while enabling our advertisers to offer additional savings if the advertiser has a coupon in their ad or the ability to offer a coupon while retaining a clean, coupon-less ad if they prefer. By using coupons in advertisements in Hamilton Publishing publications in addition to taking advantage of our Coupon Club advertisers can position the products or services they think will sell at a discount based on customer perceptions.

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