

HERITAGE[®]

BATHROOMS



GUIDE TO PROMOTIONAL EVENTS



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Promotional events can help you achieve a number of aims including gaining publicity, improving public relations, or supporting advertising and sales. If you are thinking of creating an event consider the following questions:

Why host an event?

Events are a great way to raise awareness of your showroom(s) or brand and/or create a 'buzz' around something new.

Why am I running this event? What do I want to achieve?

Is it to raise awareness, for example for a store that has just opened or been refurbished; to gain press coverage or to drive sales? Knowing what results you want to get will help you to plan your event and ensure it's successful.

Who are you aiming to attract?

Make sure you identify who you are targeting. Is this an event for existing customers or are you trying to attract new ones? Are you looking to gain repeat purchases or new sales? You may also need to consider how quickly you want to generate sales as some customers might not purchase immediately, but may come back to you because of the awareness generated by your event.

Where should I hold the event?

Is this an in-store event? In most instances it will make sense to use your premises as this will help control costs and give you the opportunity to showcase your showroom to your customers.

If so, ensure you make the best use of space and have any new products or items with offers for that event specifically clearly visible and accessible. Also make sure you have plenty of brochures and information available for customers to take away.

When would be right for this audience?

Think about your target customer and time the event appropriately – for example, a weekend event may be ideal for customers who are unavailable during normal 'nine to five' opening hours. Alternatively, an evening event with an interior designer's talk may entice a new audience to your premises.

What events could I run?

There are a variety of options, some possibilities include:

- Events around new store openings or refurbishments
- New displays
- Events linked to seasonal promotions, for example the Easter bank holiday
- Family fun days
- Anniversary events
- Interior design events - inviting some local interior designers to give talks and network
- Open evenings /ladies pampering evenings /late night shopping events

How will I know if the event is successful?

You may have run other events before and so be able to draw on this experience, however if not, you can choose how to measure the success of the event in a number of ways:

- Number of attendees
- Feedback from attendees – by speaking to people at the event or via a post event call or e-mail survey
- Sales generated by the event, including the success of special offers and promotions. To find out if we can support your event with a promotion contact your Account Manager.
- Leads and/or customer data captured

Be prepared to try different events and monitor the success of each one so that you can continue with the ones that work best for you.

Don't forget:

Resources to support your event, including leaflets and adverts, are available from the marketing hub at www.heritagetailerhub.com