

---

## The Promotional Formats

Promotions have formats. Some examples are: themed events, live music events, contests, product based events and price based promotions. In most cases there are several different promotional formats that can “match” your marketing objectives and target guests. Although it may seem that there are two or more different promotional formats from which to choose for any situation, there is generally one best answer...one choice that has greater revenue generating potential than the others.

Often, we fall into the trap of basing our decisions only on the most basic of considerations. We get a brainstorm while taking a shower... we get motivated and start putting it together with much passion and excitement. Frequently, we do not even budget for the promotion because we have an “instinctive hunch” that our brainstorm will work like a charm...we get caught up in our own excitement.

A short story will illustrate my point... A TDI client (let’s call him Joe) got excited about a promotion called “Diamonds are a Girls Best Friend.” As excited as he was, Joe was still worried about competitive activity. His market was very busy on Thursday nights with several competitors doing various ladies night events and discounting.

Tuesday nights were not nearly as busy. And there were no ladies night promotions running on Tuesday. Joe was apprehensive about scheduling his most exciting promotion on Thursdays when it would meet the toughest competition against all the other promotions in the market. So, he scheduled the Diamond promotion for Tuesday nights.

He failed.

Why? There were not enough guests out in the market to support the promotion so, try as he might, Joe simply could not make the Diamond promotion work on Tuesdays. When Joe called for help, we discussed the concept of market potential and that there were too few guests out on Tuesdays to justify using his “big guns” Diamond promotion.



---

We discussed the increased guest activity in his market on Thursdays and how that presented a genuine potential for Joe's business.

Lastly, we discussed the other competitor's ladies night promotions and discovered that Joe believed his Diamond promotion was far more appealing than the competitor's promotions and how creative his approach of communicating it needed to be.

Suddenly, a light went off in Joe's head! After some additional discussion and thought, Joe now believed he could take a good portion of each competitor's guests and attract them to his location on Thursdays. And, that pulling a decent share of guests from each competitor would mean a respective level of guest traffic for him.

After our discussion, Joe sampled the number of potential guests out on Thursdays and studied where they went. With this information in hand, he developed a marketing approach to communicate his Diamond promotion to his competitor's guests. He had a mission, backed by a plan, substantiated by real world data. His mission was to **know** what to do rather than **guess**.

Because of Joe's market research and competitive knowledge he now had the confidence to move his "Diamonds are a Girls Best Friend" promotion to Thursdays. The rest, as they say, is history. Joe kicked butt and in only five weeks he had a packed house and a line out the door!

