Ace8 Media reveal useful tips for successful event based sales campaigns

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Event marketing specialists Ace8 Media in Dublin outline their top tips for developing results-driven event based sales campaigns.

More than ever before, cutting-edge companies are lining up to invest in event based marketing. Event based marketing is gaining ground because it drives value-producing action and can be tailored to individual customers. Ireland's leading sales and marketing firm Ace8 Media, who specialise in event based sales campaigns, have revealed some top tips which have kept Ace8 Media in demand, in particular for event based campaigns.

About Ace8 Media: http://www.ace8media.com/home/about/

"Once you decide when to start your sale, you should allow 3 to 4 weeks for preparation. With careful planning and follow-through, you will be able to ensure higher profits by deciding the correct timing, preparing the advertising and balancing your inventory to ensure a profitable turnover from start to finish," report Ace8 Media.

Firstly campaign goals must be set. Ace8 Media believe that the main goal for any event is to generate leads and secure sales. To do this, report Ace8 Media, companies must be in a good position to drive foot traffic towards the booth. Focus on the best months for in-store traffic as it can potentially increase leads.

Ace8 Media report that companies should provide a hook to entice visitors over to the booth for example a pitch card or leaflet which should include a short to-the-point summary of what is being promoted as this will capture the customer's attention and intrigue them.

A sale is 90% down to the agent selling report Ace8 Media. Sales agents who represent clients should be well trained and educated on what they are selling. Ace8 Media reveal that no one will trust a person who cannot communicate clearly and confidently, and this in turn will affect sales margins. Ace8 Media report that a top tip is to use any humour that can make people feel good during the close. Everyone loves a good story, and people are more likely to make decisions when they are less serious. "You will close more deals if you can get your customers to lighten up and laugh," says Ace8 Media.

Sales agents must be well presented which includes a smile reveal Ace8 Media. It is not just about attitude, but also physical manifestation.

Ace8 Media believe a company's main concern is to turn inventory into cash. While there are many ingredients for successful retailing, price is probably the most important influence on consumer buying. "You will sell your merchandise in direct proportion to the savings you pass on to your customers," adds the firm.

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