

Unveiling expert strategies for maximising discount marketing impact

Businesses utilise discount marketing to grow. Discount marketing gives businesses a competitive edge to draw in and keep consumers, which is essential in today's cutthroat industry. Companies can boost sales volume, create demand, and beat the competition by providing discounts. Their main objective is business growth.

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In this article, we'll delve into the extensive landscape of discount advertising. Here, we explore the methods used in-depth and highlight best practices, aimed at unleashing their limitless potential.

What is Discount Marketing?

“Discount marketing” applies to offering discounts and promotions to increase customer engagement and revenue. While this can be effective, it's important to track the impact on more than just sales figures. A good NPS score can provide a more holistic view of customer satisfaction, helping businesses understand how discounts are perceived and whether they're truly building long-term loyalty. Consumers are always eager to purchase at a discounted price if they believe in the quality of a product or service. The right promotion at the right time can be beneficial. Businesses should maintain a balance between profit margins and brand reputation.

Different types of discounts

Discounts can take many different shapes, with all having a distinct role in marketing plans. Following are some of the discount strategies:

- Percentage discounts: Customers taking advantage of percentage discounts can save up to 10%, 20%, or 50% off the original price. These discounts are offered in different sales.
- Dollar rebates: Dollar discounts benefit consumers with a certain percentage off the purchase price, such as \$5 or \$10 off.
- Free delivery: Free delivery discounts reduce or eliminate shipping costs for consumers, increasing the allure and affordability of online buying.
- Buy One Get One Free: When a customer purchases one item at full price, BOGO offers to provide an additional item for free or at a discounted price.

Benefits of Discount Marketing

According to research, almost 67% of consumers change their shopping behaviour when offered discounts, and 35% purchase more. Offering discounts to clients may help in the expansion of your business. Let's examine the main benefits they offer:

- Increase sales: Great discount offers encourage people to buy more. A holiday discount or coupon often results in an increase in sales during that period.
- Attract new customers: New-customer discounts encourage new customers to try the business's goods. A promotional code for their first purchase increases *brand awareness*.
- Keep regular customers: Offering exclusive incentives to regular customers makes them feel delighted and respected. They will continue to buy from the store or brand offering discounts.

- Gain more popularity: Discounts are widely shared online and also when people talk to each other. More people get to know about your brand.
- Sell old stuff: Clearance or seasonal sales can help you sell excess inventory and restock items. This can benefit your business to grow.
- Stay competitive: Discounts enable small businesses to stay competitive among other brands. Promotions equalise the playing field.
- Larger orders: The average order value increases when the business offers free delivery or promotions. Customers purchase more to avail of discount offers.

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Challenges in Discount Marketing

While discount strategy has many advantages, it also presents significant hurdles for firms to overcome.

- Attracting bargain hunters: 78% of online shoppers make purchases when they initially intended to complete the order. Discounts may attract bargain hunters primarily concerned with price, rather than value or *brand loyalty*.
- Devaluing products: Excessive discounts can make products or brands seem less valuable to consumers, affecting perceived quality and brand reputation.
- Profit margins: Aggressive discounting techniques can reduce profit margins and negatively influence a company's *financial health* over time.

Strategies for effective Discount Marketing

To maximise the impact of discount advertisement, organisations should use strategic techniques suited to their target demographic and market conditions.

- Understanding the target audience: It's critical to understand the needs and preferences of your target audience. Once you do, then discount marketing is not difficult for you.
- Timing and frequency: Discount marketing programs' performance is heavily dependent on timing and regularity. Businesses should arrange promotions to correspond with peak purchase times to avoid overexposure.
- Personalisation: Personalised discounts based on unique consumer preferences can increase engagement and promote conversions.
- Exclusivity in discounts: Adding a sense of exclusivity to discount offers can make them more alluring and encourage rapid action.

The Role of email coupon marketing

More than *4.2 billion* email users and 86% of online shoppers try out a new brand if offered a coupon. Email coupon marketing or *email*

marketing coupons is a method in which a business offers discount deals and promotions to targeted customers via email. Therefore, it's a good way to attract customers. Email coupon marketing has several advantages, including cost-effectiveness, measurable outcomes, and targeting a specific audience directly. To improve the effectiveness of email coupon marketing, businesses need to establish compelling subject lines, personalized offers, and clear action buttons.



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Creative coupon marketing ideas

In addition to typical discount offers, businesses can use creative coupon marketing strategies to differentiate themselves in the competitive marketplace.

- Limited Time Offers: These offers create a sense of urgency among the customers. They hurry to purchase their favourite products

available in these sales.

- Referral Programs: Through referral programs, customers share frequently with their family and friends. These can significantly help a business to grow.
- Holiday specials: Offer deals and discounts during the holidays and festive seasons. These offers enhance customer spending and can be profitable.
- Bundled Deals: Bundle deals include numerous products or services at a discounted price, like NamoBOT, which features huge business software and service coupon deals. They can provide significant value to customers while increasing sales.

Use tracking tools to measure the success of discount marketing

Advanced analytics and tracking solutions can provide significant insights into customer behaviour, the effectiveness of various discount offers, and campaign efficacy.

Conclusion:

Finally, discount marketing works well for businesses looking to grow clients, increase revenue, and foster brand loyalty in today's cutthroat industry. Companies may get the most out of discount marketing if they understand the types of discounts, use innovative marketing techniques, and track campaign performance. To ensure that discounts support overall business goals while upholding brand integrity and long-term profitability, businesses must approach discount marketing carefully. Discount marketing has the potential to be the cornerstone of a profitable marketing strategy, driving growth and prosperity for companies of all kinds with the right planning and implementation.

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