

Back To School Backpack Promotion

We've created a value-add Back to School Premium Campaign for you to use to help skyrocket your sales.



A Premium Giveaway Campaign is a postcard that offers:

- a choice of Premiums or a free gift when the campaign is redeemed instead of a traditional offer (E.g. Free Backpack Valued to \$30.00)
- a perceived higher value, offered at a lower cost

Backpacks can be purchased through the following wholesale providers for as low as \$3 - \$4 per bag:

For the US: ErosWholesale.com

For Canada: BagsInBulk.ca

Using premiums will increase your average transaction size while avoiding a discount. Bundle it with one of your services/products for an offer your customers won't be able to resist!

If you're not sure how many to order, remember you can say in the disclaimer – limited availability, while quantities last, or whatever you'd like to ensure you're covered if they "sell out".

For more details, contact your Coach at 1-888-353-5012.