

## Gas Promotion Information Package

The best marketing aligns with what's on your customers' minds and right now that's the price of gas. Years ago, during another gas increase, one of our first Merchants, Mama Luigi's, came up with a brilliant way to take advantage of this opportunity. Many others have used the idea since to engage with their Rewards Members and catapult new members into their Rewards program.

The key to a good promotion is to make it interesting, fun, or controversial so that the customers feel like they are part of something, not just being marketed to. Intrigue them with what you are doing.

We have two versions of a Gas Promotion for you. Assuming gas is \$4.27 in your area, here are some offer ideas you could use:

### VERSION 1: Give away an offer and free gas can

**"Dave, Here's \$4.27 to cover the cost of the gas to get here PLUS We're Throwing In A Free Gas Can!"**

**"Dave, Here's \$4.27 for a gallon of gas PLUS We're Throwing In A Free Gas Can!"**

### VERSION 2: Give away a gas related offer

**"Dave, Here's \$4.27 to cover the cost of the gas to get here!"**

**"Dave, Here's a gallon's worth of gas (\$4.27) to get here PLUS you could win a \$50 Gas card!"**

**"Dave, Here's \$4.27 to pay for your gas to find your way back to us!"**

(use this offer to target your Lost Members)



## Here are some ways to build more excitement and leverage this promotion:

- Hang the gas cans from the ceiling or stack them in an eye-catching way BEFORE the campaign is mailed. Then, when people ask about them, create curiosity, tell them that if they are a Rewards Member they will find out – and to watch their mailboxes!
- Enter all redeemed campaigns into a draw for a gas card.
- Add to the disclaimer “while quantities last” or “limited supply”. It’s okay to have a limited supply and when you run out you could double the offer instead.
- When people that aren’t signed up for your Rewards Program ask about the gas cans, it gives the servers the ideal opportunity to tell them about the program. “And if you sign up today, you get points for today’s visit AND you’ll be entered into a draw for a \$50 gas card, just scan this QR code.”



## SUPPLIER RESOURCES: Here’s a couple of options for purchasing gas cans

VK Wholesale



Gas Can 1 Gallon - 12 Ct

**\$98.99**

CODE: AUT009

Availability: **In stock**

Quantity:

Minimum quantity for "Gas Can 1 Gallon - 12 Ct" is 1.

ADD TO CART



Alibaba  
Option 1



Alibaba  
Option 2

