



## Marketing Ideas - 5

### Designed for Retail Outlets + Pubs + Garages

*The following marketing idea have been tried and tested, however UK Exhibition accepts no responsibility for your own adoption to your business. Please treat the following as guidance notes:*

**Feedback:** Please email us if you find the below information of great benefit + if you have used the idea, also tell us the results as feedback is paramount to all businesses - [Best of Luck](#)

## Lucky Numbers Draw

The following marketing idea is designed to assist Retail Outlets + Pubs + Garages or shops within the customer focused market however; it can also be adopted in a wide range of service areas

Marketing idea is popular with public as it is easy to enter and the administration is easier to run

### The Promotion:

Having obtained a receipt for goods purchased, customers write on the back their details and a guess as to the order in which they think three numbered discs will be drawn from a Raffle Drum (UK Exhibition - see Homepage) at the end of each week. Entry is then placed into the drum

Each evening remove all the receipts from the drum and record the details onto a computer make sure you also enter the three guessed numbers. When completed, place the now empty drum back into position.

Each Saturday, and at the time advertised, at the busiest time of the day a 3 x customers are invited to draw 1 x disc each from a cotton bag without looking inside.

As each number is drawn this is written on a poster (create this) Tip: Use the inside poster to add these numbers and ensure lots of people witness this. Check the list from your computer, better still a computer print out, see if there is a winner.

**Winner** - Ask a member of the public to read the name of the winner out loud however; not the address!

**No Winner** - It is now a roll over, un-won prize is added to next weeks draw

**Tip:** Make sure your new poster clearly highlights a roll over draw - customers love this as it encourages them to enter and enter and enter i.e. more business for you

**Prize:** A Suitable prize is a voucher for upwards of £50 however; if you are pub then booze is a magnet

**Prize:** Make sure the prize on offer covers the extra revenue generated form the promotion

### Equipment needed:

- 100 x Discs, numbered 1 to 1,000
- Cotton bag to hold the discs
- Drum for holding the receipts / entries
- Microphone + A lively staff member, Manager or assistant Manager (some one with authority)

**Tip:** Do not destroy the receipts until 10 days after the event winner has been found, this will discourage the customers that think it is fair + you have the prove to defuse the argument - Important!