

# 100 Marketing Offers Ideas

Idea # 1 - "If you're not getting refunds or complaints, you're not making strong enough offers."

Idea # 2 - "Having a compelling offer is second only to having a compelling headline. The headline gets their attention and the offer peaks their interest enough to keep reading or take the next step."

Idea # 3 - "It's best to call out your offer in a headline or sub-headline so that it is noticed."

Idea # 4 - "Luke-warm offers get luke-warm responses. If you want amazing responses to your offers, you need to make some amazing, irresistible offers."

Idea # 5 - "You create an offer based upon the response you want from your prospect and the type of medium you use to convey the offer."

Idea # 6 - "A 'hard offer', is one that asks for an order. When this is coupled with compelling copy, it will get the order from qualified prospects."

Idea # 7 - "A 'soft offer' asks for your prospect to raise their hand to show they're interested, but not ready to commit to an order. This offer still needs to be compelling to encourage them to take the next step and call, come in or go to your web site."

Idea # 8 - "A 'deferred offer' is usually in the form of a reply card and allows your prospect to identify themselves as interested in the future, but not ready or able to make a purchase right now."

Idea # 9 - "Consider using a 'negative offer' when you're trying to clean out your mailing list. Send reply cards that allow the reader to tell you why they aren't interested in your product or service."

Idea # 10 - "The best offer you can make to receive referrals is a 'free' offer of some product or service that appeals to the prospect you are targeting."

Idea # 11 - "Create an offer that is desirable to your target market. The more desirable your offer, the more responses you'll receive."

Idea # 12 - "A free offer of information can be in the form of a booklet, CD, cassette etc. And explains how to solve their problem. Create meaningful information and end with how your product is the solution."

Idea # 13 - "A free offer could include a free trial or sample of your product or service. If you want to quickly sort out the real prospects, have them pay a few dollars for shipping."

Idea # 14 - "Business owners who use the 'free trial' offer, advise that 90% of those who accept the free trial offer end up making a purchase."

Idea # 15 - "Consider offering a free visit by a sales representative who would provide an evaluation of their current finances, lawn, fire safety, or demo. Your product."

Idea # 16 - "If you have room on your ad, include a picture or graphic of the offered booklet or sample with some sort of eye-catching device like an arrow or starburst."

Idea # 17 - "Your offer could be an easy payment or installment plan. This type of offer creates sales that would otherwise end up being lost."

Idea # 18 - "You can make an offer for a special low price of a product that will actually lose money. However, once prospects try your product or see what other great products you have, they will become customers at the regular price."

Idea # 19 - "Using a coupon to respond to your offer makes it easy to reply and keeps their attention focused on your offer."

Idea # 20 - "If you include additional selling copy on your coupon, you solidify the value of your offer."

Idea # 21 - "Offer a free gift with the purchase of your product. This will get those sitting on the fence off the fence and buying."

Idea # 22 - "A hidden offer is beneficial if you want to weed out your true target market. A hidden offer is literally hidden in the written copy, usually near the end."

Idea # 23 - "Consider including a brief description of your offered item (such as a booklet) in the first paragraph and a more detailed description of it at the end of the ad."

Idea # 24 - "To show the value of your offer and improve the responses, be sure your description is attractive and summarizes the benefits of the information or sample product they will be receiving."

Idea # 25 - "If you provide a free booklet, you can make it more attractive by including a forward written by a famous person who has benefited from your product."

Idea # 26 - "Consider offering a discount coupon where your prospect receives a discount on their purchase if they bring the coupon in to your business."

Idea # 27 - "Another offer that draws well is free shipping. You can qualify that 'free' for orders that are at a certain amount or placed by a certain deadline."

Idea # 28 - "Offer a buy one get one free deal. These offers can have a variety of numbers and options."

Idea # 29 - "Consider offering a discount price for volume buying."

Idea # 30 - "Offer a free consultation if they purchase your product."

Idea # 31 - "Offer a free newsletter subscription when they purchase your product."

Idea # 32 - "Offer a package deal of your best selling products where the price is better if they buy the package."

Idea # 33 - "Consider offering a bonus of any of the free offers previously discussed if they buy your product."

Idea # 34 - "Offer returning customers a membership to your 'platinum club' where they get a 20% discount on their purchases."

Idea # 35 - "Offering a rebate after they buy your product or service helps discount the cost of your product and your prospects will feel like they got a great deal."

Idea # 36 - "Another popular offer associated with infomercials is the bonus pile on offer. They are given the price of the main product and then tempted with several free offers of add-ons to the original product for the same price."

Idea # 37 - "The trial order offer provides your customer with a free gift for placing an order and if they send the product back, they get to keep the gift."

Idea # 38 - "The choice of free gifts with an order can be more appealing and helps you determine the appeal of the various gifts. However, the choices could lead to indecision with some customers."

Idea # 39 - "Offer different free gifts depending on the size of their order. As the value of the order increases, so does the value of the free gift they are eligible to receive."

Idea # 40 - "A two-step offer provides an info. Product or inexpensive free gift for inquiry and a better gift if they order your product or service."

Idea # 41 - "A continuing offer provides gifts as your customer continues to order. This is used most in book clubs or airline frequent flier programs."

Idea # 42 - "Sometimes offering a 'mystery gift' will work better than a specific gift. It works especially well if you can include the value of the gift."

Idea # 43 - "A free roll of film offer works well for companies that develop film."

Idea # 44 - "Offer a free copy of your magazine, or a free years subscription if your prospect purchases the 1st year."

Idea # 45 - "An offer very popular with catalogs is to ship a gift purchase directly to the recipient rather than the customer."

Idea # 46 - "A short-term introductory offer to receive a discount price for the first 6 months of their years subscription does well in obtaining long-term subscribers."

Idea # 47 - "A refund offer or certificate can be given to those who pay to have your catalog shipped to them. When you send the catalog, you include a certificate for the amount they sent you to be used towards a purchase in the catalog."

Idea # 48 - "Offer a professional courtesy discount to certain clubs, institutions, or types of business that compliments the service or product you provide."

Idea # 49 - "An early-bird discount offer is popular for seasonal products when you're trying to get your customers to stock up prior to the actual season or holiday."

Idea # 50 - "A mystery discount offer is on a postcard that your customer brings into your business and the mystery spot is rubbed off to reveal the amount of their discount."

Idea # 51 - "Offers related to seasonal sale discounts. These can be used for both before the season (early bird) and after the season (clearance)."

Idea # 52 - "Another offer to bring customers to place of your business is discounts for a specific reason; inventory reduction, clearance, lost our lease, going out of business etc."

Idea # 53 - "The price increase notice offer is similar to the limited-time sale, you're notifying your customer that there will be a price increase after a certain date ."

Idea # 54 - "A pre-publication discount offer for a new book if it's ordered prior to the publication date."

Idea # 55 - "A great offer for people who like to be the first to try new things is a gift or discount for charter members or subscribers."

Idea # 56 - "A special offer for a limited-edition plate, coin, art print or other collectible."

Idea # 57 - "An extended guarantee offer helps many people feel more comfortable about making a long-term commitment to a subscription. They are given a pro-rated amount back if they cancel their subscription within the first year."

Idea # 58 - "A double-your-money-back guarantee is an offer that clearly shows how confident you are that they will love your product."

Idea # 59 - "A guaranteed buy-back offer is usually used for limited edition collectibles. The advertiser offers to buy back the collectible at the original price for a certain period of time."

Idea # 60 - "Magazine publishers have had success in using the offer where the customer can 'write their own ticket.' instead of offering a discount rate for 17 weeks, they offer that same per copy discount price and let the customer write in the number of weeks they want to receive the offer."

Idea # 61 - "Another way to keep front of mind visibility and add-on sales is to send another offer with the product shipment or invoice."

Idea # 62 - "An offer to increase insurance coverage or extend a magazine subscription can easily be sent with the monthly statement of a customer."

Idea # 63 - "A sweepstake or drawing offer is an entry into a contest where one or two entries are randomly selected for the prize. These entries can be a great source of referrals."

Idea # 64 - "The lucky number sweepstake offer capitalizes on the fact that the prospect 'may have already won!' the numbers are selected before the mailing or ad and any unclaimed prizes are drawn from the remaining entries."

Idea # 65 - "An everybody wins sweepstake offer provides a prize for everyone who enters. There is a prize structure and the bottom prize, where most people fall, is an inexpensive item."

Idea # 66 - "The positive option offer is when a customer signs up for a club and is given monthly selects to choose from. They only receive an order that month if they select an item."

Idea # 67 - "The negative option offer includes terms that the customer agreed to when they joined. They will receive notice of a new selection and it will be sent to them if they don't respond or reject the selection by a certain date.

Idea # 68 - "With the automatic shipment offer, the product or selection is sent every month until you tell them to stop."

Idea # 69 - "The continuity offer is used for a series of books where the customer receives the first one free and then pays each month for the next book. If the customer pays regularly, they are given an offer to have the remainder of the books sent and they continue to pay at the rate of one volume a month."

Idea # 70 - "The front-end offer is used for book or music clubs. The customer receives four selections for free when they sign up and agree to make at least four more selections in the next year."

Idea # 71 - "The open-ended commitment offer is similar to the front-end offer. However, the customer has no time limit to make the additional selections."

Idea # 72 - "With the no strings attached offer, the customer is under no obligation to make a selection from the catalog. The publisher is gambling that the customer will find interesting selections to purchase in the future."

Idea # 73 - "The lifetime membership offer is when a customer pays a fee of \$10 or \$20 to receive a monthly announcement of selections. There is no minimum commitment and the selections are offered at membership discounts prices."

Idea # 74 - "An annual membership fee offer is used for various clubs that offer services at a discount rate. Commonly used by travel clubs and includes benefits of travel insurance, free maps etc."

Idea # 75 - "A special philanthropic privilege offer is a token gift given to a person who donates to a fundraising effort."

Idea # 76 - "A matching check offer is extended to potential donors in hopes they will match the gift of another donor. In return, they receive a token gift."

Idea # 77 - "A special preview offer is commonly used for training films that are sent to an executive of a company for a nominal fee. They review the film and if they buy or rent it, the nominal fee is applied to the cost."

Idea # 78 - "An exclusive rights offer is when you agree to provide a service to companies in a competitive business. You give the first company to respond the exclusive use of your service for their trading area and don't provide that service to the other competitors."

Idea # 79 - "Overdramatic guarantee offers help remove feelings of risk from your customers. These offers would include, 'try these vitamins for 60 days and if you don't feel better, smash them up and send me the pieces.'"

Idea # 80 - "A trade-in offer can be very appealing for prospects that are wanting to upgrade computers, sewing machines etc. Offer \$100 for their old machine when they purchase the new from you."

Idea # 81 - "Member-get-a-member offers are when you provide a gift to any member who refers a friend who signs up for membership too."

Idea # 82 - "Special purchase with a purchase offer is commonly used with cosmetic sales. A customer buys a certain dollar amount to qualify for the special purchase package at a discounted price."

Idea # 83 - "A delayed billing offer allows the customer to delay their billing for a certain period of time. They must pay anywhere from a few months to a year following their purchase. A finance charge is applied if they don't pay off the total amount within that time period."

Idea # 84 - "Postdated billing offer allows for customers to receive their product immediately with the promise that their check or credit card won't be charge until after a certain date."

Idea # 85 - "A reduced down payment offer is extended as a follow up mailing to a prospect that didn't pursue the first offer. The new offer reduces the down payment to make it easier for the customer to buy."

Idea # 86 - "The stripped down offer is a follow up mailing to prospects who didn't purchase the 'deluxe' version of your product. So they are offered a more standard model at a lower price."

Idea # 87 - "Beat the competition offers are used by many companies. The customer brings in the competitor's ad for a lower price and they receive that price plus possibly 10% of the difference in cash back."

Idea # 88 - "A nominal reimbursement offer is given to people, usually a dollar, to encourage them to complete and return a survey."

Idea # 89 - "An establish the value offer is an offer of a special free gift which is also featured in your catalog at the regular price. This type of offer establishes credibility and the value of your products."

Idea # 90 - "Private sale offer to preferred customers is a special offer of sale prices on regular and drastically reduced prices for special items that only customers with a special invitation can purchase."

Idea # 91 - "The first in gift offer is a gift or discount given to a previously defined number of customers that are first in the store. Usually the first 50 or 100 customers that enter the store."

Idea # 92 - "A name-getter offer is when a company offers a low cost premium at an attractive price to build a prospect list for their higher priced premiums. "

Idea # 93 - "A qualification offer is two offers that the prospect chooses from. One offer is an information gift where they can learn more, the other offer is a free demonstration, this offer qualifies them as a serious prospect."

Idea # 94 - "An attention to detail offer is when the customer receives an additional gift for placing the 'free' gold dot in a certain place on the order form."

Idea # 95 - "The more believable an offer is, the more likely the prospect will take you up on the offer and take the next step."

Idea # 96 - "Offers are more likely to be used and remembered if a coupon, certificate voucher or check is included with the offer. Having that tangible reminder will drive up responses and sales."

Idea # 97 - "At the point of sale, learn as much as you can about your customer and then tailor offers to their other needs and interests."

Idea # 98 - "Research shows that the most powerful word in advertising is 'free'. So if you can't make a free offer, provide free bonuses to get their attention."

Idea # 99 - "Creating a sense of urgency can increase your conversion rate, but can also come off pushy if done incorrectly."

Idea # 100 - "The best time to make a sales offer is when customers are in the buying mood. When are they in the buying mood? Right after they just made a purchase! After a sale, make an upsell."