



Marketing Articles

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PLANNING FOR PROFITS WITH TIE-IN ITEMS

Make your advertising do double duty. Place a bulletin board or free-standing sign near the entrance of your store so customers know the products you are advertising that week.

Create seasonal "packages" containing companion items. For example, offer a special "new puppy" package with items like puppy pads, food & water bowl, leash, collar, toys, and pet bed.

Make the most of your advertising dollar. When advertising an item on sale, mention companion items. Customers reading the ad will then know that you carry related items as well.

Help your products sell each other. Related items should be displayed beside each other to motivate customers to buy companion products. Signage should also suggest tie-in sales.

Encourage your staff to suggest additional items with each purchase. Remind employees to suggest useful items to each customer like chew toys and Natures Miracle for a new puppy, etc..