

1. CHOOSE CUSTOMER



ENTRE Toy



Erasmus+

Project number : 2016-BE01-KA202-016260

- **Clear, specific description of the target group or model representing the group.**
- **You can't please everyone, build the image of target groups in small steps - start with 1 customer and try to describe him in detail.**
- **Where is your client? What are the ways? What groups does he identify with?**



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2. MAKE A PROMISE



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- **The promise attracts attention.**
- **Give up the usual promise.**
- **The promise must make you stand out from the competition.**
- **The promise must be easy to understand and measure.**
- **"only for you"**
- **The promise must be fulfilled - unfulfilled promises build a negative image.**



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3. DIFFER WITH THE COMPETITION



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- **Without banality**
- **Be better!**
- **Customers will pay more for products that are not readily available.**
- **You can compare the product to the competition, but remember: do not overdo it with criticism. It is better to present your positive features than the negative features of your competition.**



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4. TELL AOUT THE BENEFITS



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- **Tell me what the customer will get for the money they pay.**
- **Base on facts.**
- **Tell us about your values and what you guided when creating the product.**
- **Benefit is not a product feature!**



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5. TELL A STORY



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- **Tell your product story.**
- **The customer can pay more for a product with a good history.**
- **The story should be authentic.**



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6. "PACKAGE"

- **What does the offer include?**
- **What is extra paid?**
- **What does the purchase and / or delivery process look like?**
- **Is warranty, service included?**
- **Try to reduce the customer's fear of buying.**

7. THE PRICE



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- Is it beneficial for the customer?
- Is it beneficial for you?
- Is it transparent to the customer?
- Are there any hidden costs?
- Does it include negotiation options?



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8. THE NAME

- A good name is easily remembered.
- A good name attracts customer attention.
- The name does not have to be directly related to the product, but it is an important element of the image.

9. PRODUCT PRESENTATION



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- **First impressions are extremely important.**
- **Going beyond the scheme increases interest.**
- **You can try surprise, stories, rhetorical questions / questions.**
- **Make theses and support them with relevant examples.**
- **Act on emotions.**



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10. PROMOTIONAL MATERIALS



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- **After the presentation everyone should receive promotional materials (not only those interested).**
- **The gadget must be selected for the target group.**
- **The gadget should be creative and memorable.**
- **It should be part of the strategy (if we promote environmental protection, it is worth, for example, bags made of ecological material).**



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11. DO IT!

- **After analysis, preparation, planning, it's time for the fruits of your work to be seen by the world.**
- **Present the product to people in the immediate area.**
- **Don't be afraid to release a product that in your opinion deviates from the ideal - try to sell the prototype and develop it in accordance with the expectations of customers.**