

# Marketing discussion

[Business](#), [Marketing](#)



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The customer Is getting a new product for a fraction of Its original cost and the business Is getting rod-of-mouth advertising from consumers who feel the product is great. Not only is the product great but it looks a lot better with a discount. Since many senior citizens are becoming tech saws and purchasing computers more a discount specifically designed for seniors will benefit the senior community. Another group will benefit from the discount and the group is called students. Students and student parents spend millions of dollars annually on laptop computers and the accessories.

Loyalty Programs work wonders because it engages customers to shop on the compass Bessie more often. Loyalty Programs also offer customers incentives such as upgrading hotel rooms upgrading flights free flights and discount tickets for places like amusement parks for children. Loyalty Programs work well for a business in the sense of forcing members to surf the company's website more often. If you can get the customer on the website more often it is a great possibility consumers will spend more.

Discounts are very easy to do and the discount can be offered in the form of coupon with two versions clip (paper) and non clip (download the coupon to

a smart phone). Customers will love the fact of scanning a phone or clipping a coupon from the weekly circular and receiving a great discount on a new computer. Imagine that you have been tasked with creating an app for Apple's tunes store. Determine two (2) research tools (surveys focus groups, concept testing, etc. ).