

Strategy to
recommend to
improve sales and
increase old navy's
customer base



**ASSIGN
BUSTER**

Strategy to recommend to improve sales and increase Old Navy's base

Winning Old Navy's s should try different possible marketing strategies for them to acquire their customers attention, trigger their desires, and aroused their interests and take them to act as possible.

One way for effective marketing is by exposing the company's name and its selling points as often as possible. It's the ways how public hears about the company like publishing newspaper ads, flyers, radios, television and internet. Running a display ad in the local print media. Different radio advertisements so that people will not get sick hearing the same advertisement over and over again, prior and during the covered date of promotion seems to be effective also. Sending postcards to all customers who have purchased something from the store during the past 14 months. Issuing of gift checks for their loyal customers. Offering for privilege cards is also enhancing. By Putting up additional promos or create big promos that draws people to the store or even smaller , inexpensive, more-off beat avenues - and then do it consistently is also effective. According to a website " A common failing among those who favor the big bonanza promotion, is that they either don't advertise enough or plan carefully enough in advance." So if the company want to hold a big promotion, you have to think big, and commit accordingly. Other company proved this very effectively. Another is impose a deadline. It's often necessary to put urgency into company's ads, or any marketing messages. Whether the prices are going in low low prices or be given a very big discount you need to have a deadline or incentive and motivate people to take action now. For instance, this coming summer.

Summer accessories are in for people who are planning to take their summer on the beach. Promos for summer accessories will be given an extra
<https://assignbuster.com/strategy-to-recommend-to-improve-sales-and-increase-old-navys-customer-base/>

promotions, like giving big discounts on them. Scale of promotion is also important to consider, advertising it for a week of promotion is un effective but for a full month gives people a chance to hear about the event and get there. Marketing information of the event is also important. Encouraging people to go to the stores and look for their amazing surprises they offer. Increasing of radio ads from four to five stations from the previous years, majority of people will come out and suggests, and ask for products that they don't have now was seen helpful for additional promotions and product displays. Also, the information should seen its credibility, confidence and optimistic. Enhancement of the internet ads. Emphasize more about the events, giveaways, free offers and even also gifts checks. So that people will be attracted to its promotions. According to a website " Simple promotions like these are easy to overlook." If people buys \$20 to \$30 worth of goods there's a free giveaways. Gift checks for instance, for \$100 worth of money is exchange for gift checks and then worth of that gift checks to be purchased. This serves as cash. No cash change is allowed. According to marketing professionals " Gain costumer confidence. Good customer relation. Project an image of confidence. Experience, quality, and excellent customer service in order to win their confidence. If you haven't clearly communicated the advantages to o business with you then they'll hesitant to commit with you."

References:

www.thewisemarketer.com/news/read.asplc=x61929nx2057zt