Couponing for Decreasing Sales!
By Steve W. Geiger

What? Decreasing sales? Can this be right? YES, it can be! Couponing can be a very powerful tactic to increase sales, but it can also be very dangerous if misused. This article is designed to give you a few pointers to do more effective couponing.

You see them all the time. Some people don't even buy without them! Coupons are a great way to save money and consumers love them. But how much is too much? A problem can arise if the tactic of couponing is overused. If a consumer continually receives coupons for a particular product or service they will come to expect it and they <u>will not buy</u> without the coupons. This can be a dangerous way to lose pricing control of a product. If you continually coupon, you might as well just lower your price or you'd better be able to afford it! Once you lose pricing control and you stop couponing, your product or service stops selling.

Here are some tips for smart couponing:
- Offer a dollar amount off of a product or service. This is generally better than a percentage off because the consumer can quickly see the savings, unless you are offering a substantial amount, such as 50% or more off.
- Use coupons for special sales. An example would be a grand opening sale or an anniversary sale.
- Use coupons for select times of the year or holidays, such as a fall sidewalk sale or a Christmas sale.
- Use coupons to help track your marketing campaign by collecting them. By doing this, you will be able to see how truly effective this tactic is to your overall campaign goals.

Remember, coupon smart and coupon effectively and you can be creating an extremely powerful tactic to increase you sales and business traffic and increase your "bottom line." Good luck and happy couponing!

Steve Geiger is the founder of Steve W. Geiger Consulting, a professional creative marketing and graphic design firm. For more information you can contact him by phone at 916-747-4374 or by e-mail at SGeiger@SteveGeiger.com.