



## Valentine's Day Promotion Ideas To Increase Sales!

With Valentine's Day just around the corner, this is a great time to start implementing some marketing ideas centered around the holiday. It's a great way to increase sales and bring in extra profits.

- ♥ Hold an "I LOVE My Customers Sale." Someone who's already purchased something from you is more likely to purchase something again. Send your previous customers an email or, for an extra touch, a card in the mail with a coupon for a certain percentage off their purchase in February.
- ♥ Nothing says "Valentine's Day" like Chocolate! Incorporate this into your business by offering a free box of chocolates with a purchase of \$25 or more.
- ♥ If you are in direct sales, buy some gift bags, tissue paper, and a few small boxes of chocolate. Put a few small items from your product line, some company info, and a box of chocolates into the gift bag, and use the tissue paper to make it look pretty. Take a couple bags to each party and use them to entice guests to sign up a hostess or for recruiting.
- ♥ Have a party! Even if you aren't in direct sales, you can still take advantage of their *VERY PROFITABLE* business model and invite some of your friends over for a night of fun. Encourage them to bring a friend or two, as well. Serve some chocolately items and some simple drinks, but the real focus should be on your items. Have some of your products displayed and, depending on what you make, maybe you can even teach a class (you can opt to charge for this, or keep that as a "thank you" for their purchases).

♥ Don't forget the kids! Many daycares and schools have limited funding and can't afford art programs. Perhaps you could contact a daycare or school and offer to come in and hold a workshop with the kids? You can do a small craft with them, such as a Valentine's gift that they can give to their parent. The parent may love the item so much that they contact you to order more.

♥ Want to get some traffic flowing to your website? Hold a Valentine's Day contest! You can get as creative as you want with this idea – from a simple form that people can fill out on your site to hiding a picture of cupid on your site and making people peruse every page till they find it to an essay contest... whatever your heart desires. Ask other online business owners to help you promote the contest and traffic should start coming. People love to win things!

♥ If you happen to have an affiliate program, have a special contest for your affiliates. An obvious choice would be the person who has the most sales in February receives a cash bonus, or perhaps the contest winner can be the person who has the best increase from last month's performance. Put together some new promo material that they can use, such as a new graphic, article, or even a small report. Send them some motivating messages to get them pumped up!

Want more ideas? We'll send you sales tips centered around each month's holidays a whole month in advance! These tips will be delivered right to your email – and the best part? They're FREE! Sign up at <http://indiebizchicks.com/wp/holiday-tips/>