

Odenza Launches Travel Incentives to Improve Marketing Campaign

April 22, 2017

April 22, 2017 - PRESSADVANTAGE -

"Sales targets are a reality for any dealership. If someone has tried typical marketing and advertising approaches to build exposure and bring customers in but find they haven't really worked, incentives could be the answer," read the statement released by Odenza during the launch of their promotional campaign.

While speaking on incentives and promotions, Ryan Lee, the spokesperson from Odenza was of firm opinion that dealership can use incentives to bring people through the door and, importantly, secure more sales. The incentive is an appealing bonus that is awarded when someone buys a car from dealership at some point during the time frame of a promotion.

He also made a point during a press conference that incentives come in many flavors; for example, one may choose to utilize something like travel or cruise incentives. When promoted correctly, they provide dealership with a unique edge over local competition. "After all, who doesn't like the sound of a guaranteed bonus holiday with a car purchase," said Ryan Lee

"How effective an incentive program is for a dealership comes down to how well it is promoted in the first place. It goes without saying that a primary focus should be to get the word of your program out there," said Eddie Hickman, a dealer present at the Odenza Travel Incentives event.

In the past, dealerships have utilized travel incentive programs in fantastic ways; for example, promoting a "Buy and Fly" deal that helped boost car sales in December - a notoriously slow month for many dealerships.

There are plenty of options at their disposal, such as proper promo branding in their dealership - think banners, photos of the holiday destination, brochures, and so on. Dealerships have used billboards, bus shelters, radio, and TV as advertising in the past, as well. Along with these traditional avenues, there's the digital world.

“More than half of the US population is on Facebook and most of them browse online every day, so there’s a lot of opportunity to market the offer online. Paying for social and/or search ads can help bring a lot of immediate awareness to an offer that’s running for a limited time,” said Melanie Charlery, spokesperson from the event.

When asked about the implementation of the campaign effectively, Ryan Lee said “For the dealership itself, ensure all staff know the fundamental ins and outs of the promotion so they can make it part of their pitch. If a customer is intrigued by the offer and asks further questions, each staff member should be able to answer them or at least provide them with an information sheet. Take time to train all staff about the promotion, how to propose it to customers, and the steps necessary to validate it at the point of sale.”

At its core, remember who the target consumers are. Purchasing a new car is a big decision that no one takes lightly. But if a potential buyer is weighing their options, being able to offer something extra for little-to-no cost can become an absolute game changer. This is especially true when that “something extra” can be a trip to Vegas or a full-service cruise.

To answer the effectiveness of such campaign, Melanie said, “There is no one-size-fits-all answer to how to best promote an offer. One needs to factor in your target market, your location, your competitors, and more. The great thing about cars, though, is that almost everyone needs them. And just like cars, everyone needs a holiday, too. So why not let them know they can get both at the same time?”

“Utilizing incentives is just one great way to boost sales in the short- and long-term. Success, however, is not purely dependent on having an incentive in the first place; you must also know how to market it to your customers and adhere to a clear strategy – regardless of if you develop in-house or with a third-party incentive provider,” concluded Ryan Lee.

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