

# “Everything you need to increase sales!”



## Q&A WITH JOE JUDT

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## KEY CHALLENGE

### WHAT WAS YOUR MAIN REASON FOR USING OUR PROMOTIONAL PRODUCT?

The primary reason was definitely because we wanted our business to be in front of more people, and to give them an even better reason to look at what we do. So, a mix of brand awareness and reaching the right people – those most likely to convert.

## IMPLEMENTATION

### HOW DID YOU UTILIZE OUR INCENTIVES?

The main approach was through running a contest. I felt, and I think the whole team felt, that a contest was the way to go. It's just something that is immediately recognizable and can pique a lot of people's interests. We also invested a lot into digital channels to help get the contest out there to as many of those in our key audience as possible.

## RESULTS

### HOW DID THE CONTEST PERFORM?

It went really well, overall. We wanted people to be excited, so we took steps to ensure that any win was a big announcement. We had pictures of the happy winners, and just created a lot of buzz around the event.

We ended up getting heaps of leads through digital marketing, and there were great net results. I definitely think it was a good run, and there are positive signs for future efforts - which we're aiming to implement with ongoing monthly contests.

## SATISFACTION RATING

### HOW WOULD YOU RATE YOUR EXPERIENCE WITH ODENZA AND OUR PRODUCTS ON A SCALE OF 1 TO 10, AND WHY?

**A 10 out of 10, definitely.** Every step of the process has just been really simple, and that's what you want when you're already busy handling so many other responsibilities. The head of your business, the sales guy, the follow-ups; everything and everyone has been great, and the product is obviously fantastic.

