



# CONSUMER ENGAGEMENT CYCLE

## Increase level of engagement online

More than ever before, consumers are bombarded with messages from advertisers and achieving standout is a challenge in itself. Incorporating a coupon at the right stage of your promotion will help drive awareness, deepen engagement and can convert precious communication opportunities into measurable product sales.

### 1. AWARENESS

**Spread your brand/product message**

- Coupons help increase awareness and make your ads stand-out in a noisy world!
- For maximum awareness, integrate coupons with ATL advertising, TV, radio or on-pack promotions
- Compelling offers can help your campaign travel virally without expensive media plans

### 2. RECRUITMENT

**Generate leads, grow your database**

- Coupons help generate high-quality leads
- Drive traffic to your website/programs with coupon rewards
- Incentivise consumers to register or sign-up for your programs (member clubs, etc.)

### 3. ENGAGEMENT

**Deepen consumer engagement levels**

- Once awareness is achieved, use coupons as a hook to deepen engagement
- Fair value exchange - encourage "interested consumers" to provide personal information, submit surveys and respond to questions in exchange for your brand offers
- Combine coupons with videos, games and competitions for deeper brand interaction

### 6. MEASURE & LEARN

**Track online behaviour through to in-store sales**

- Know who, when, where and what coupons consumers print and redeem
- Track consumers behaviour online to offline (in-store)

### 5. PURCHASE

**Close the loop – turn thoughts into sales!**

- Printed coupons keep your product front of mind
- Incentivise repeat purchases until purchasing becomes second nature
- Coupons easily redeemable across the grocery trade

### 4. MOTIVATION

**Incentivise product trial and switching brands**

- Increase purchase intent with relevant coupon offers
- Influence buying behaviour prior to visiting the grocery store
- Reinforce your brand's key benefits by promoting key features and benefits on the page above the coupon

