

Discover Your Inner Drummer.

SUGGESTED DEALER ACTIVITIES

Presented by the Percussion Marketing Council and the Five-Star Drum Shops.

- **“Drums ‘Til Midnight” Sale** [Steve Hilstein - Drum Circuit]

For the past 2 years we've been doing a "Drums 'Til Midnight" sale. We keep the store open until midnight— offering some great deals on current stock and blowing out items that have been with us too long. We do it the Friday after Thanksgiving weekend (so we don't compete with the "day after Thanksgiving sales" at the malls). It really kicks off the Christmas buying season. It's always very successful and a lot of fun!

- **“Surprise” Sale** [Ryan Stohs - Lemmon Percussion]

One thing we've recently started doing are "Surprise" Sales. Like many dealers, we have been trying to move away from mass snail mail promotions and go to email distribution so, to convince people to give us their email addresses, we have special sales that are only good for the people on our email list. Having a Surprise Sale is as easy as coming into the store in the morning, picking a few focus items to put on sale for the day (i.e. 1/2 off all cymbals in stock) and blasting off an email to your customers. Try sending a Surprise Sale Email to your email list (make sure to use Blind Copy to keep the list confidential) and start watching the people come in. For us, it's been a big success every time we've done it.

- **“Extra 10%” Sale** [Clark Bennett - Colorado Drum & Percussion]

The most successful promotion we ever had was a relatively simple one: we had a 3-Day sale where we gave our customers an extra 10% off our regular sale prices. Some items ended up being near or at cost, but most things still had plenty of room for the discount. Since you probably already mark things down heavily to compete with mail order and the internet, your customers will realize that the extra 10% discount is really significant. I advertised this in the classified section of our local newspaper, in the store and via our email list. It was extremely successful. Come to think of it, I should do this again soon!

- **Drum Bucks** [Dennis Ricci - The Original Long Island Drum Shop]

By far, the best promotion we have ever run has been our Long Island Drum Bucks promotion. We award the customer a \$10.00 coupon for every \$100.00 purchase and keep a running total of how much they spend. The return traffic based on this deal has been phenomenal. Customers are traveling back to our store for follow up purchases they would have never made otherwise.

- **Student Discount Cards** [Rob Birenbaum - Drum Headquarters]

Although a lot of stores assume that students enrolled in their program are a captive audience, we instituted a discount card for students to insure that we get as many of their purchases as possible. The card gives active students an extra 5% off our already discounted price on any purchase over \$20.00. The purchase minimum allows us to avoid having to give the discount on small transactions like a book or a couple pair of sticks. This program makes the students feel they are special and a part of our store and it breeds loyalty that we can support throughout everything we do.

- **Free Head Installation & Tuning** [Dana Bentley - Bentley's Drum Shop]

One promotion that has always worked well for us is to offer free installation and professional tuning to any customer who purchases a complete set of drum heads (five or more).

- **Free Introductory Drum Lessons** [Scott Grewell - Zampino's Drum Shop]

The promotion that has worked best for us over the years is to give 3 free drum lessons with every school rental kit. We have to pay our teachers for these lessons, but I would say that 75% of the students end up staying with the teacher. This guarantees us a constant flow of students year round.

- **“Home Team” Drum Seminars** [Jim Rupp - Columbus Percussion]

Our "in-store" clinic series, featuring local drummers and staff members covering a variety of topics, has been very successful. We modeled the program on the clinics Lowes and Home Depot do in their stores on topics like building decks, gardening, general home repair and the like. We do our seminars in the back of the shop and take advanced registration so we don't have too many people. We recently did a series called "Saturdays in July" which included seminars on topics such as The Care and Feeding of Your Drum Set, Playing Double Bass Drums, Playing with Brushes and Studio Drum Tuning. The store was packed every weekend.

- **Charity Raffle #1** [Paul Musilli - Buffalo Drum Outlet]

One promotion that we do from November to December is to raffle off items we get from our suppliers on special, promotional deals. However, instead of selling the raffle tickets, we give them free to anyone bringing in 3 items of canned foods. Customers get one ticket for each donation and all the food received goes to a local soup kitchen. This year we are raffling a DW snare drum, a Neil Peart cymbal road case from Sabian and a set of Vic Firth isolation head phones. We put a can collection box in the store along with the signage for the promotion. The raffle winners get great gifts, we get the promotional benefit, the soup kitchen makes out and my customers tell me that they like the idea of helping the community. Everybody wins.

- **Charity Raffle #2** [Steve Hilstein - Drum Circuit]

We've been doing our Annual Drum Raffle for the past 15 years. We get co-op support from our suppliers in the form of free or discounted product and the net proceeds from the raffle are given to a local charity. It's a lot of work to put together but it has paid off and we receive a lot of recognition from the community. I even hire a local video production company to shoot it and they play it on the local public access TV station.

- **Win A Wreck** [Dave Hamilton - Just Drums]

A few years ago we had a promotion where we bought a wrecked car, parked it in front of our store and filled it with balloons. Customers had to guess how many balloons were inside it in order to win the car (which had been spray painted "WIN THIS CAR" across the side of it) or other prizes that were donated by our suppliers. The winner never did take the car, but we did reward him with cool drum gear which made him more than happy. It was a big success because it drew attention to the store more than anything else. Crazy as it sounds, we got a lot of mileage out of it. I wish I could say as much for the car itself.

- **Promote The Promotion** [John Buswell - Drum World]

Sometimes, as sales-oriented store owners, we may overlook the fact that a big reason for doing any promotional activity is the promotional opportunities they create. Don't forget to maximize the impact of your investment of time and resources with in-store flyers and signage, email and snail mail post cards and invitations and contact with the local media before, during and after the actual event. It doesn't take a ton of money to make sure that in addition to the 100 drummers that showed up at your store, 1,000 others knew about it.