



# PRACTICAL GUIDES #DIGITALINMOTION

#DIGITALINMOTION provides a step by step guide to help businesses re-tool and discover new ways to reach customers. This resource is provided through eight publicly available guides featuring practical tips and simple tools:

GUIDE 1: Expand your market and customers

GUIDE 2: Efficiently handle orders and deliveries

GUIDE 3: Organize business finances during complex times

GUIDE 4: Ensure business safety and security

GUIDE 5: Implement various payment methods

**GUIDE 6: GENERATE APPEALING PRODUCTS AND PROMOTIONS FOR YOUR CLIENTS**

GUIDE 7: Good environmental practices in your business

GUIDE 8: Contribute to gender equality



This icon indicates support tools that put this guide into practice. A summary of available tools is located at the end of this document.





# GUIDE 6:

## GENERATE APPEALING PRODUCTS AND PROMOTIONS FOR YOUR CLIENTS

To be different from competitors and well positioned with your customers, it is important to develop new market strategies. This quick guide includes tips for developing products and promotions that are attractive to customers.

1

### KNOW YOUR CLIENTS



Identify what your customers are thinking and feeling so you can better relate to them and attract new ones to sustain and increase sales.

**See Tool 1.**

Use the empathy map tool to analyze and understand client wants and thus be able to earn their trust and loyalty. Pay attention and listen.

**See Tool 2.**

Where can you gather information for the empathy map? Listen and observe. This can be done in social networks.

2

### COME UP WITH WAYS TO IMPROVE CLIENT LIVES



Identify the simple things that make the customer experience at your business good enough for repeat business. **See Tool 3.**

Think of simple and practical ways to make customers happy. This can include services such as home delivery, advance washing of vegetables and fruits or the carrying of items.

Including different payment options is also a bonus for clients.

**See Guide 5: Implement various payment methods.**

Consider everyday tasks that people do not like to do such as cooking. In response, develop pre-packaged recipes and meals.

Identify your skills and link them with the needs of your customers.

3

### OFFER EFFECTIVE AND ATTRACTIVE PROMOTIONS



Develop an easy product or promotion. For example, pre-cut packaged vegetables or group complementary products such as masks and sanitizing gel together. **See Tool 4.**

Establish promotions with seasonal products and those that correspond to customs and traditions. For example: products to prepare rotis, pepperpot, chicken curry or other traditional dishes. **See Tool 5.**

When launching promotions, consider products in high demand and pair them with those that do not sell well so that you can get rid of underperforming items. In the most visible business spaces, place in-demand products.

If possible, have your products tell a story. For example, highlight the origin of products if they are bought directly from a local farmer.

Solve questions by putting yourself in your client's shoes:

Would they buy this?  
Why would they buy this?  
Would they really be willing to pay for this?

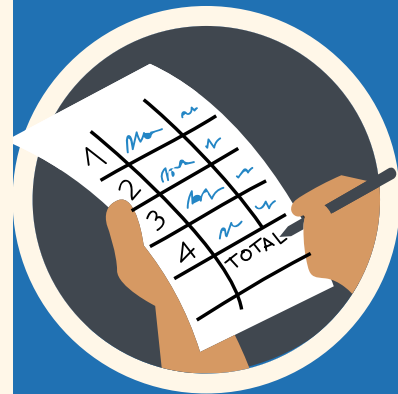
4

### DETERMINE THE PRICE

Calculate costs associated with products or promotions (raw materials, packaging, supplies, advertising, labor, packaging and delivery costs if home service is done). **See Tool 6.**

Investigate what your competition is offering and how much it is selling for.

Set a price that is always above production costs and similar to the competition.



5

### GET TO MARKET AS QUICKLY AS POSSIBLE



Launch your promotion as soon as possible. To do is better than not to do it. You can always update along the way.

Take advantage of festivities and celebrations such as Mother's Day and Christmas time.

Run associated promotions at least two weeks before the special date.

Evaluate how customers are reacting and adjust if necessary.

There will never be ideal conditions for a product or promotion. The best day to start is today.

6

**LISTEN TO CUSTOMER FEEDBACK ON THE PRODUCT OR PROMOTION**

Warmly receive all comments from customers.  
This will help improve products or promotions.



7

**TAKE ACTION!**

When you have found a winning combination of products, prices and customers, circulate it among your contacts. Release posters and use any approach that will make new consumers find out about your offerings. **See Tool 7.**

**See Guide 1: Expand your market and customers**

If this doesn't work, identify points to improve on, reinvent and try again. **See Tool 8.**



**SUPPORT TOOLS**

**TOOL 1:** Empathy map video

**TOOL 6:** Video on product pricing

**TOOL 2:** Empathy map

**TOOL 7:** Template with business information

**TOOL 3:** Perception of value video

**TOOL 8:** Video on increasing sales

**TOOL 4:** Video on how to create promotions

**TOOL 5:** Promotion/Basket Template

Access all content and tools in the following link:  
<https://mintic.gov.gy/digital-in-motion/>



# GUIDE 6:

GENERATE APPEALING PRODUCTS AND PROMOTIONS FOR YOUR CLIENTS

## STEPS TO FOLLOW

