

WHAT TYPE OF PERKS SHOULD I OFFER?

HERE ARE SOME STRATEGIES TO OFFER PERKS OF REAL VALUE:

VALUE PERCEPTION

A perk should make your customers feel like they're receiving something worthwhile. For instance, instead of offering a free consultation (which many businesses might already offer), emphasize attaching a monetary value to it (e.g., "Free consultation, valued at \$100"). This makes the perk feel more exclusive and valued.

UNIQUE, TANGIBLE OFFERS

Offer something that customers would actually consider paying for. For example, rather than "Free consultation," offer "Free personalized business audit (\$250 value)."

LINK PERKS TO THE CORE BUSINESS OFFERINGS

Craft perks that align closely with your core services or products. For instance, if a business sells software, offering a free month of premium features could be far more valuable than a consultation. The key is to provide something that directly showcases the business's unique strengths.

CONSIDER THE COST OF PROMOTION

If you were paying to advertise your perk, ask yourself, "Would I pay for an ad that promotes this perk?". Is the offer valuable enough to make a real impact?

TAILORED AND EXCLUSIVE PERKS

Offer perks that are exclusive to specific audiences, making them feel more personalized. For example, "Exclusive 1-hour strategy session for our first 10 clients (\$200 value)" has more weight than a generic offer and can create a sense of urgency.

ENCOURAGE A RESULTS-DRIVEN APPROACH

Perks should ultimately drive conversions, not just be a check-box marketing exercise. Perks of value should lead to client acquisition, customer satisfaction, or increased brand loyalty.

MEMBER TO MEMBER PERKS

Provide fellow chamber members with special discounts or services that are not available to the general public. For example, "20% off for members on all products" or "Exclusive access to premium content for members only." These perks make the membership feel valuable and give members a reason to engage with other members. The general public might receive basic offers, such as "10% off first purchase" or limited-time promotions, but members should always receive better deals to make the membership more attractive.

By emphasizing the significance of value, positioning, and measurable results, you can offer perks that stand out and truly benefit your customers and the bottom line.

