

MERCHANT PROCESSING NEWS



PURPOSE OF THIS NEWSLETTER

It is my desire to both educate and assist business owners on the subject of “merchant services”.

In previous newsletters I have been sharing what I would classify as “detail” information. This month’s newsletter is geared toward additional “marketing concepts and strategies”.

HOLIDAY SEASON



That’s right! It is approaching the Holiday Season again and it’s time to start getting prepared to take full advantage of those -- **impulse sales**.

The first step is to check the upcoming holidays or special dates:

September 3rd – Labor Day

September 11th – Patriots Day

September 12th - Rosh Hashanah Begins

September 13th – Ramadan Begins

September 17th – Constitution Day

August 2007

What’s Inside:

- Purpose of this newsletter
- Holiday season
- Planning ahead
- Marketing campaigns
- Be ahead of the game

September 18th – Air Force’s Birthday

September 21st – Yom Kippur Begins

October 8th – Columbus Day Observed

October 13th – Navy Day

October 31st – Halloween

November 6th – Election Day

November 10th – U.S. Marine Corps Birthday

November 11th – Veteran’s Day

November 25th – Thanksgiving

December 4th – Hanukkah Begins

December 7th – Pearl Harbor Day

December 10th – Nobel Prize Day

December 15th – Bill of Rights Day

December 25th – Christmas

December 26th – Kwanzaa Begins

PLANNING AHEAD



As you can see there are a large number of holidays or special remembrance days from now until the end of the year. You *personally*

may not practice or participate in any or all of these dates but as a *business person* you must realize that someone in your business sphere of influence *WILL BE*.

One aspect of planning ahead is to know your customers or clients on more than just a "say hello" basis. One approach is to learn more through [data mining](#). Generally, data mining is the process of analyzing data from different perspectives and summarizing it into useful information - - information that can be used to increase revenue, cuts costs, or both.

As an example, a Midwest Grocery Chain discovered that when men bought diapers on Thursdays and Saturdays, they also tended to buy beer. Further analysis showed that these shoppers typically did their weekly grocery shopping on Saturdays. On Thursdays, however, they only bought a few items. The retailer concluded that they purchased the beer to have it available for the upcoming weekend. The grocery chain could use this newly discovered information in various ways to increase revenue. For example, they could move the beer display closer to the diaper display. And, they could make sure beer and diapers were sold at full price on Thursdays.

MARKETING CAMPAIGNS



By conducting some basic data mining of your own, you can come up with a pattern or patterns by which to create marketing campaigns geared to draw in customers and increase sales around the holidays or special remembrance days through the end of the year.

Let's brainstorm. . . say your business is located near a military installation. Check out the holiday schedule and plan to cater to those individuals on those special days.

Let's say you have a restaurant. You may decide to advertise a special food plate for any veteran and his / her family that comes in on Veteran's Day. You know your customers better than anyone; so be creative.

Here are some basic principles that apply to any marketing campaign:

Step 1: Promote – Create a marketing piece that will draw attention to your business and marketing campaign.

Step 2: Review your operating basis – If you are not happy with your current sale's totals, customer base, etc, then you may have to change how you conduct business. Review your business hours, your product line, etc.

Step 3: Cut needless costs or expenditures.

Step 4: Be prepared to deliver what you have advertised. Use the funds you have saved in step 3 and put them toward having adequate supply of the advertised product on hand.

Step 5: You must ensure that everything and everyone is in place ready to start handling the increased business on those days. Be strict and demand all steps are done and completed so you make the most of these opportunities.

BE AHEAD OF THE GAME



Make sure you have all the necessary merchant services available to ensure the best opportunity to win the game. Check out our website for more information on all the services available.

... *more to come next month.*

For more information and timely updates visit:
www.merchantprocessingnews.com