

Your very own sales team to grow customers

The Entertainer, with its two-for-one incentive offerings for some of the best leisure, hospitality and entertainment establishments, is designed to mean business in today's local economy...



Entertainment and hospitality businesses know that in tough financial times, consumers stop spending money on leisure activities and, what was once the norm in spending, becomes an occasional treat. Consumers increasingly keep their eyes peeled for special offers and businesses must adapt by looking at fresh ways to capture the attention of new customers whilst retaining existing relationships.

The Entertainer, a book containing two-for-one incentive offerings for some of the best leisure, hospitality and entertainment establishments, is designed to be an ideal solution for those in the hospitality industry who are seeking innovative ways to attract more customers.

Incentive programs are designed to get people through your door so that you can impress them and turn them into loyal customers by offering great value. "The Entertainer supports this through its unique model of three two-for-one incentives per merchant, allowing more than one opportunity to make them fall in love with your brand," Liz Riemersma, the book's International Marketing Director.

According to Lynton Liou, General Manager at The Raj, Cape Town, "We have found that since January 2013, The Entertainer has given us more exposure, an increase in customers through our doors and even repeat guests."

The brand launched in South Africa in January 2013 with The Entertainer Cape Town book, which has seen huge success during the first six months of 2013. The book holds over 500 two-for-one incentives from 150 restaurants, cafes, nightspots, attractions, spas and hotel accommodation across the Mother City and surrounds. Following the great uptake to date, 2014 will not only see another Cape Town book launching but also a full dedicated book for Johannesburg.

So why should merchants consider partnering with The Entertainer?

"Merchants have access to the person/s they share the offer with, extending the product offering to a much wider audience," says Riemersma. A recent international survey conducted by the brand across 2,700 Entertainer members in June 2013, indicated that 89.5% of consumers visit new outlets because of the incentives offered in publication, and 56% admitted to spending over and above the incentive value.

"Unlike daily deal websites that contain a variety of discounts with a short validity period that often needs to be booked and paid for immediately, our customers have total control over their user experience, with the offerings being valid for an entire year, allowing them the freedom of choice to redeem their offerings."

"It is simple, easy, and extremely cost-effective for a business to partner with us," says Natasha Pendleton, Country Manager - South Africa. "The only cost involved is that of the two-for-one incentives you provide for the customer and the guarantee that you will honour that incentive for the entire calendar year." There is no cost for merchants to sign up in the book.

The brand's model is designed to encourage customers to return for more, because there are multiple vouchers per merchant.

Moreover, because the offers are non-commissionable, and influence customers to purchase additional items because of their perceived value, they tend to drive higher profit margins for merchant partners.

Merchants can still sign up for next year's book, as well as the Johannesburg book launching in 2014, until the beginning of September 2013. For more information and to find out how you can become an Entertainer partner, go to <http://theentertainerafrica.com> or follow the buzz on <http://www.facebook.com/TheEntertainerAfrica> and [@EntertainerZA](#).

The book is aiming to sign up 150 merchants for the Johannesburg book and 200 for Cape Town. "We are on track to exceed both targets," reports Pendleton.

"To date, we have already signed about 75% for next year's Cape Town book and Johannesburg merchants are signing up faster than anticipated," says Pendleton.

For more, visit: <https://www.bizcommunity.com>