

Pumping up sales through potent promotions

Moving forward successfully into the future, today's retailers must vary the types of the promotions they offer, to maintain a high level of consumer satisfaction toward their brand.

Success is a simple recipe: Learn about the most loyal shoppers, promote to a targeted audience, keep customers happy and loyal, and sell products.

Gone are the days of promotions strategies that begin and end with heavy discounting. Today's savvy retailers know their promotions strategies must be innovative, creative and customizable to specific consumer segments. Since the online channel often contains the most comprehensive set of retail products, it makes sense for retailers to use the Web as the channel of choice for overall promotions management.

Read the full article: <http://www.technewsworld.com/story/59099.html>

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