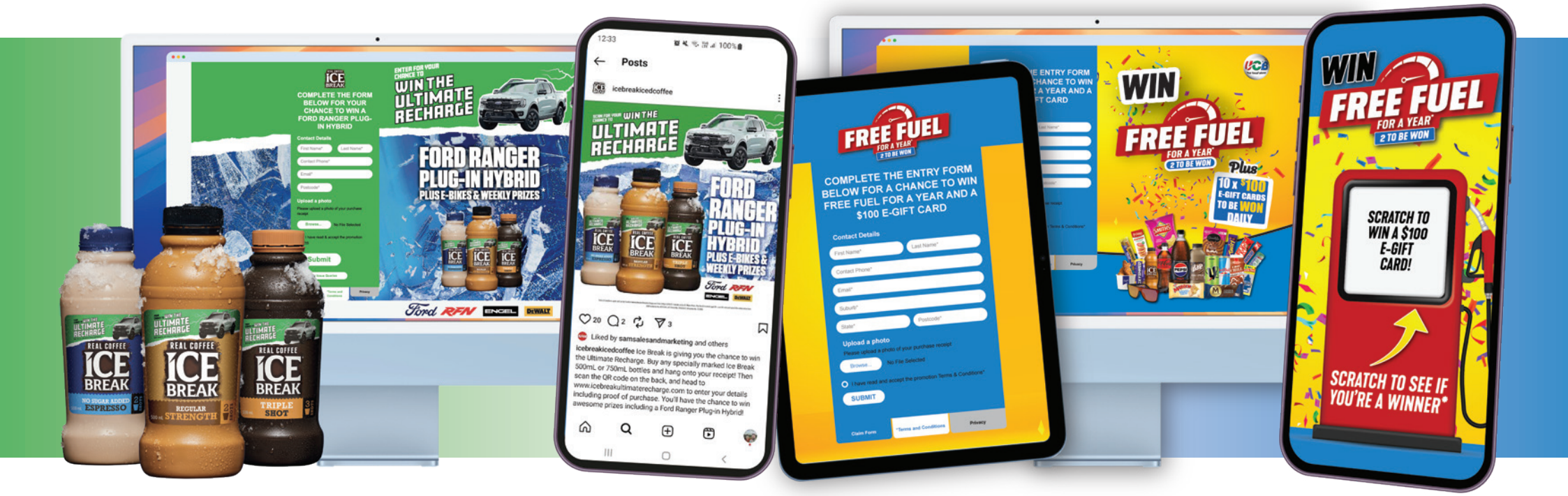
DIGITAL SALES PROMOTIONS

SAM
SALES AND MARKETING

Driving engagement to boost revenue



SAM Sales & Marketing (03) 9646 5644 | peter@samsales.com.au

CONTENTS

3 Engagement made easy!

4 How do Digital Sales Promotions work?

5 Example games

6 Digital Sales Promotions have high response rates

7 Gamified Marketing increases engagement and sales

8 Digital Sales Promotions are easy to communicate

9 Your promotion flow chart

10 Campaign Manager - Digital Sales Promotion Platform

11 Campaign Manager - How it works

12 Campaign Manager - Features

13 Campaign Manager - Why use it?

14 SAM's Essential Support Services

ENGAGEMENT MADE EASY!

SAM Sales and Marketing are pleased to showcase Digital Sales Promotion as a sales promotion tool - **enabling fast and affordable consumer engagement.**

Using Digital Sales Promotions, marketers can create and launch game-based promotions to interact with customers and prospects - **quickly and affordably.**

Digital Sales Promotions can be communicated via email, social media or SMS, MMS or traditional media.

Most importantly, Digital Sales Promotions are proven performers when it comes to sales conversion **and are supported by a wide range of market leading brands.**

HOW DO DIGITAL SALES PROMOTIONS WORK?

SAM can create HTML5 responsive games, optimised for any device (mobile, tablet or web), across any customer touchpoint (e-commerce site, any social platform, mobile apps, text, email, etc).

Interactive games reward with real value specific to the targeted demographic - from brand related prizing (promo coupons / product sampling) to blockbuster prizes.

There are promotional game variations available and ready to be skinned, plus the ability to connect / relate the games.

We can create and manage entire promotions for your target audience with scope for variations.

EXAMPLE GAMES

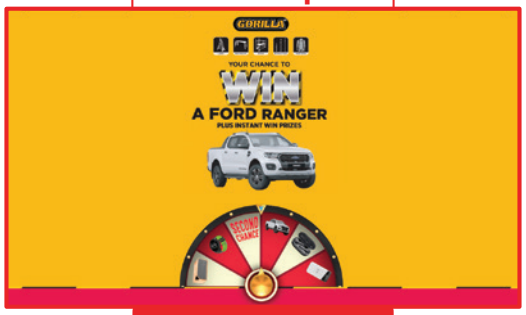
Jetstar Gift and Win

PLAY DEMO

Wheel Spin

PLAY DEMO

Wheel Spin



VIEW PAGE

DIGITAL SALES PROMOTIONS HAVE HIGH RESPONSE RATES

Game-based promotions give consumers a dopamine rush which, when done consistently, increases brand awareness and interaction.

We see a dramatic increase in desired behaviors (2X-3X) using our platform and we provide rich data with actionable insights on the back-end for clients to find new or better ways to connect with their target audience.

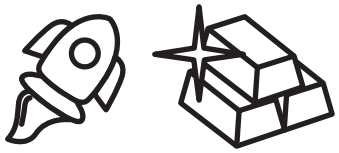
Behavioral conditioning is influenced & changed by repetition based on Pavlov's Theory

Consistent communication & sales promotion can generate revenue

EXPERIENCE CONFIRMS GAMIFIED MARKETING INCREASES CUSTOMER ENGAGEMENT AND SALES

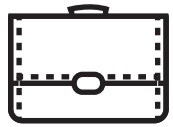
Instant and Consistent Gratification

Instant win promotions deliver the natural incentive to produce new behavior, trust and loyalty.



Time to Market & Instant Fulfillment

Removing print production / distribution costs and lead times makes promotions more cost effective and much quicker to set up.



Turn-key Legal Services

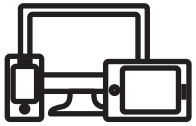
We can advise and manage state specific lottery regulation so that promotions are legally compliant.

Selection of Game Mechanics

Developers are constantly expanding a range of flexible & entertaining HTML5 game mechanics to suit any consumer context.

Secure Deployment & No Integration

No technical integration needed. Simply click, deploy, and relax. No need for users to download an app!



Multiple Consumer Touchpoints

Launch a single promotional campaign across social, mobile and web.

DIGITAL SALES PROMOTIONS ARE EASY TO COMMUNICATE

YOUR PROMOTION FLOW CHART

PURCHASE PARTICIPATING PRODUCT OR SIGN UP TO PROGRAM

ACCESS GAME VIA QR CODE OR URL

INSTANT WIN GAME (TAILORED CREATIVE)

GAME

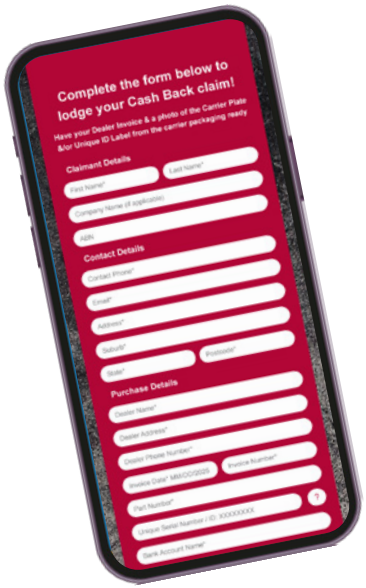
INSTANT WINNERS

NON-INSTANT WINNERS

CAN ENTER MAJOR PRIZE DRAW (NO PROOF OF PURCHASE REQUIRED)

OPT-IN FOR PRODUCT NEWS

YOUR BRAND SALES PROMOTION



CAMPAIGN MANAGER

THE PLATFORM FOR YOUR DIGITAL SALES PROMOTIONS

Our Campaign Manager software is designed for Australian promotional campaigns, including Spin to Win / Scratch & Win competitions, polls, surveys, quizzes and unique code promotions. Platform features:

- > Creative flexibility
- > Dedicated QR code / URL access
- > Spin to Win, Scratch & Win game formats (fully responsive on all devices)
- > Opt-in database capture
- > Approved random draw system
- > Prize claim page (with receipt upload capability)
- > Auto responses
- > Secure web hosting and data storage
- > Google Analytics
- > Facebook Pixels
- > Entry warnings and entry restrictions as required
- > Email support for all entry enquiries and front-end customer care (Australia-based)
- > Back-end login for client to view and export data in real-time / live dashboard (see next page for details)
- > Data export facility: to enable export of entry data in a .csv file

CAMPAIGN MANAGER

HOW IT WORKS

1) Tailored Online Entry Pages (Microsites)

SAM creates a customized online entry page for each promotion format- whether it's a proof of purchase, instant win, questionnaire, survey, redemption, VIP registration, or SMS-based promotion.

2) Promoter Access to Live Database

Promoters or their agencies are provided with a dedicated login to access live entry data, enabling them to monitor and manage the promotion in real time.

3) Customer Participation

Eligible customers access the online entry page via a URL or QR code and enter the competition by submitting their details. They may also upload a proof of purchase or enter a unique code / on-pack serial number.

4) Data Capture & Assignment

All entries and data are securely captured by the Campaign Manager and are automatically assigned to the promoter for review.

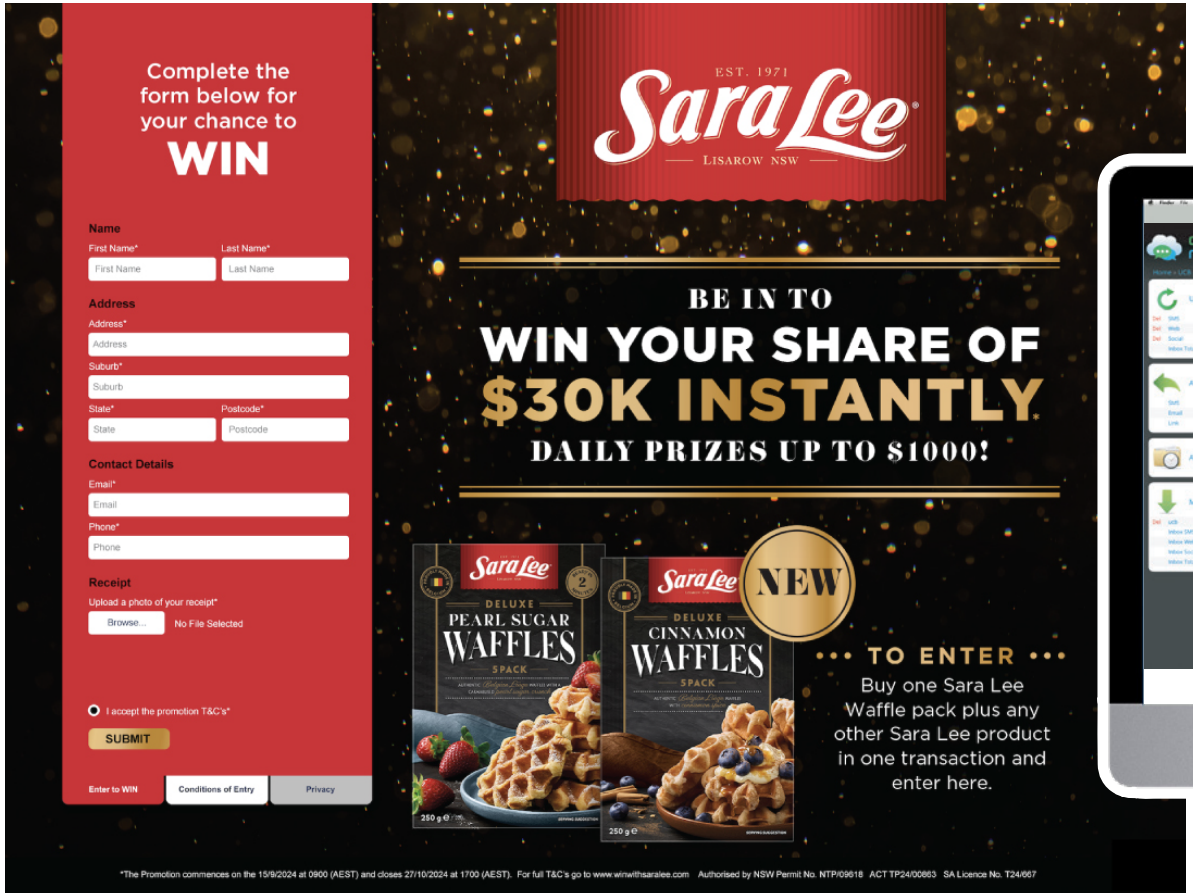
5) Winner Selection

Winners can be drawn at the conclusion of the promotion, or at designated intervals throughout the campaign - be it hourly, daily or weekly.

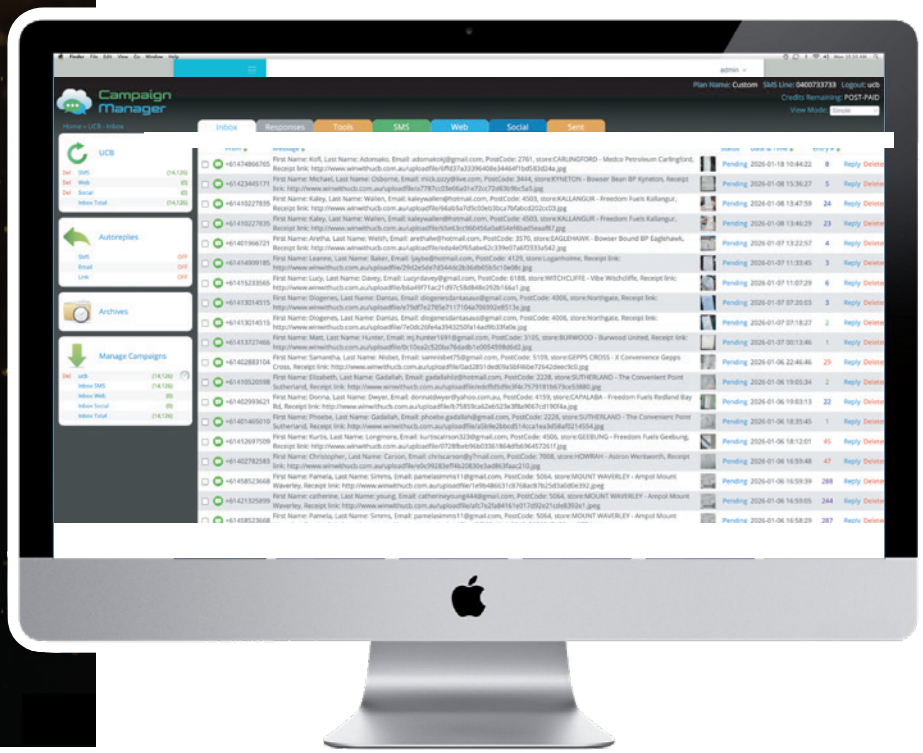
CAMPAIGN MANAGER

FEATURES

> Responsive design for any device
> Capture customer details / ancillary information
> Purchase receipt / invoice upload function
> Digital games, surveys and many other applications
> Data export function
> Link to Terms & Conditions / Privacy Policy



> Back-end client login
(review and export entry data)



CAMPAIGN MANAGER

WHY USE IT?

Easy Consumer Engagement

Campaign Manager offers responsive online entry portals for "Chance to Win" promotions, creating a seamless experience that consumers value for its ease of use (no app download required, which most consumers would find a hassle).

Real-Time Data & Collaboration

Gain access to precise, real-time data and foster better collaboration among teams. With instant insights, you can allocate resources more effectively and boost promotion exposure via social media, EDMs, banner ads and more.

Full Control & Flexibility

Campaign Manager enables you to control every phase of your campaign. In the event of unexpected challenges, it offers quick reaction times and flexible solutions, ensuring smooth execution.

Effortless Reporting

Campaign Manager provides detailed, easy-to-read reports on the promotion's progress, with the added convenience of exporting data to an Excel .csv file for seamless integration into databases.

SAM's ESSENTIAL SUPPORT SERVICES:

LOTTERY PERMITS

SAM can draft the Terms and Conditions for your promotion and apply for necessary State / Territory Lottery Permits. All promotions are meticulously managed in full compliance with lottery and privacy regulations.

PRIZE DRAWS AND PROMOTION MANAGEMENT

Post-Promotion Prize Draws

SAM can handle post-promotion prize draws on behalf of clients. We can also assist with sourcing prizes and managing prize fulfillment.

Creative Design & Collateral

We have a proven track record in designing high impact promotional creative. We can also enhance supplied artwork and generate additional promotional material aligned with brand guidelines and campaign style.

You can create instant engagement and generate new revenue easier and more cost effectively than ever before!

SAM
SALES AND MARKETING

For more information / quotations contact Peter McKinnon

P: (03) 9646 5644 | M: 0418 515 437

peter@samsales.com.au