

B	I	N	G	O
sampling	"sensory samples which are one of the best ways to engage consumers and motivate them to buy."	"samples piled upon samples."	Appearance on the Shop Small Map	W 117th and Detroit Ave
Philip Goutell	80% of consumers would be more inclined to buy more often in the future because of a brand's presence on social media	reaching customers	Sells high end perfumes	"scratch and sniff" papers
The event began in 2010	mass market level	FREE	snap leaflets	\$5.5 Billion was spent during small business Saturday
Saturday after Thanksgiving	Free to participate	Indigo Perfumery	hire an agency	October 2013
Supported by Lakewood Chamber of Commerce	market SKUs	leased until October 2015	TOP and NEW women's fragrances.	Email templates and sample social media posts

B	I	N	G	O
mass market level	Helps establish Indigo's brand identity can help bring in customers who crave a personal shopping experience.	Digital banners for website	Reaching millions of potential customers	Indigo Perfumery
Consumers receive as many as 3 000 advertising messages a day	% percent of surveyed prefer using local businesses that offer information on social networks.	23%.	Samplers come in various forms	Printable signage and postcard mailers
People love to try new products especially if they are free.	\$300	FREE	2009.	a merchant who accepts American
Free to participate	\$5.5 Billion was spent during small business Saturday	How to increase Indigo Perfumery's in-store foot traffic?	reaching customers	"scratch and sniff" papers
snap leaflets	more connected with a product when they are able to try it.	"shop small"	Saturday after Thanksgiving	W 117th and Detroit Ave

B	I	N	G	O
Problem?	\$40	How to increase Indigo Perfumery's in-store foot traffic?	Samplers come in various forms	more connected with a product when they are able to try it.
Keep business as is and make no changes	Printable signage and postcard mailers	Advertising	Benefits	Social Media Summit
social media.	gift shops	FREE	The event began in 2010	Small Business Saturday event.
increase in-store foot traffic through advertising	\$5.5 Billion was spent during small business Saturday	30% of sales are generated through in-store purchases	Social media lets people share content with each other just by clicking a button.	Supported by Lakewood Chamber of Commerce
Reaching millions of potential customers	Refresh perfume inventory	"sensory samples which are one of the best ways to engage consumers and motivate them to buy."	Free to participate	"samples piled upon samples."