



POP Goes Your Advertising

The impulse buy. Can you honestly say you've never made a last minute purchasing decision?

Research shows approximately 66 percent of all purchase decisions are made in the store. And 53 percent of those in-store purchases are made on impulse.

So just how can you capitalize on these high numbers? POP!

It's not the weasel. It's Point of Purchase advertising and it's highly effective in persuading potential customers to buy your product now.

Don't become an impulse buyer when selecting your POP supplier, though. Weed out those bubble-bursting POP suppliers by using the following tips:

Comparison Shop

Just as you would shop around for the right deal on a new set of tires, look at more than one POP supplier. At least three will get your POP wheels on the road.

Know Your Business

Of course, you know your business. But do they?

Choose a company that's going to produce POP for you. Not their portfolio.

Your supplier needs to clearly understand your business and its objectives. If they don't, cross them off your list and move on to the next one.

Keep It Simple

Sure, you'd like something elaborate that really speaks to people. But you have to remember, you're not going to be there to set it up.

Your display will have to be simple enough for retailers to set up without being too large or too difficult for their needs. Search for a POP supplier that has a lot of knowledge of the retail marketplace.

Testimonials

Before you decide on a POP supplier, talk to their current customers. Find out how long they've worked with the supplier and if they've seen profits from their POP. Also, be sure to find out how their supplier has handled any problems.

Field Trip

Visit the manufacturing facilities of your potential supplier. If their production facilities are limited, so are you.

Watch Your Money

If you're looking for a large volume of POP advertising, then you need to make sure your supplier can handle it. As with most businesses, you pay the bill after the work is done. If your supplier can't pay for the supplies, then production stops.

The Insider

You need the most qualified person in their firm to handle your account. An insider.

This contact should not only be familiar with your business, he/she should have the authorization to remedy any problems in the field quickly.

You Get What You Pay For

Price shouldn't be the only factor in your decision making. Sure, you might find someone to do it quicker and cheaper.

But would you really want someone to put brakes on your car that wasn't qualified but could do the job quick and cheap?

That kind of thinking can really put the brakes on your POP advertising's effectiveness.

Selecting the right POP supplier will have you seeing increased profits. Make a hasty, uninformed decision and your POP advertising will fizzle.