

Challenge:

Demonstrating to potential customers an understanding of their wants and needs when it comes to a promoting a particular product or service.

Solution:

Spend the time to research potential audiences and build marketing campaigns around individual needs for specific groups. The special attention you give upfront pays off in the long run.

Case Study:

With an overall goal to appeal to a niche demographic audience for pick-up trucks, local dealerships invited a targeted audience – those people working in the construction industry – to see the a new truck model up close on the showroom floor. Wellington Promotions assisted local dealerships build awareness with these potential buyers. Using a construction theme, Wellington Promotions suggested and provided giveaways and props for the grassroots marketing event. These included work gloves, hard hats, carpenter pencils and coil-bound notepads.

Wellington Promotions hammers home the importance of building relationships with niche market audiences.



7304 West 130th Street, Suite 370
Overland Park, KS 66213

Phone (913) 897-9229 ● Toll Free 888-5-REWARD
www.WellingtonPromotions.com