

Make Them Exclusive

A regional distribution company grows business and captures mind share through an exclusive incentive travel short-term promotion

HMI Performance Incentives

KEY PROGRAM RESULTS

$2.5 million in revenue

39.2% sales growth among target group

$350,000 gross profit dollar growth

The success of the short-term promotion led the client to partner with HMI for a longer-term standard points program.

CLIENT

A regional distributor of electrical, HVAC, and plumbing materials.

OBJECTIVE

To encourage contractors to grow their business with the client. To increase the client's relative share of wallet for their contractors.

CHALLENGE

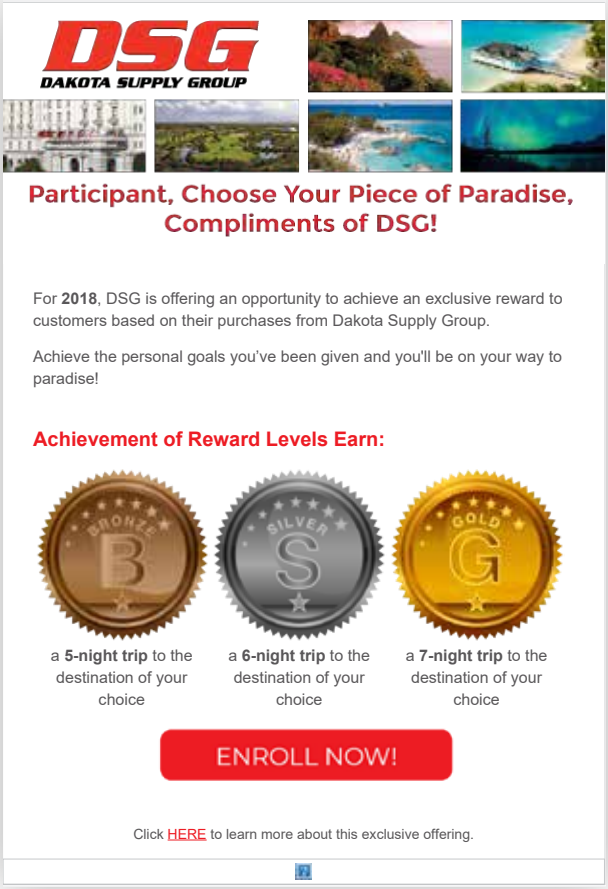
After losing business from a major partner, the client was concerned about keeping revenue up.

SOLUTION

A short-term special promotion that encouraged channel partners to purchase exclusively from the client.

Participants were set a multilevel personalized purchase goal of 10% increase over their previous year's total. Upon meeting their first tier "bronze" goal, they were rewarded with a 5-night, all-inclusive vacation package to the location of their choice.

Additional "silver" and "gold" purchase goals were set, offering the added rewards of additional nights in the vacation package. Finally, meeting the highest "platinum" purchase goal rewarded participants a luxury merchandise item.





STRATEGY & IMPLEMENTATION

Marketing

- A robust email marketing campaign was executed for the promotion
  - Initial announcement campaign
  - Monthly segmented progress-to-goal statements for the program's Bronze, Silver, and Gold tiers
  - Fourth quarter "final push" reminder emails
  - Congratulations/Thank You campaign

Reward opportunities:

- All-inclusive Caribbean resort vacation
- Cruise to Alaska or Caribbean
- Fairmont Hotel stay in US, Mexico, Bermuda, Hawaii, or Europe
- Additional luxury prizes for meeting the "platinum" level, including Nikon camera and Samsonite Luggage package