

Top Promotional Offers of the Nutrition Industry



In the world of sports supplements today, massive competition and consumer demand are putting enormous pressure on pricing. This places increased importance on product offers. In this Special Report, 100 sports and nutrition marketers were surveyed to discover the top offers used to increase sales per customer. This unprecedented and groundbreaking Survey provides specific results pertaining to the most prevalent offers in the sports nutrition market today.

Offer Strategies Revealed

As revealed in the 2012 Sports Nutrition Survey, the offer that was found most prevalent was the “Discount Offer,” which came in at 25%. A close second was the “Free Gift with Purchase” offer at 24%, and coming in last — but still a significant portion of the pie — was the “Free Shipping” offer, at 11%.

In a Business-to-Consumer driven industry, it’s illuminating — if not shocking — to discover that fully 40% of sports nutrition marketers appear to offer no offer at all.

Given that offers are a cornerstone of good marketing for any B2C business — and especially those in the supplements business — this paper will strive to bring visibility into the hidden world of sports supplement offers in order to enable sports supplement marketers to make better offer-related decisions.

The Almighty Discount Offer

Imagine, for a moment, that one of the dozens, or hundreds (or thousands?), of your daily website visitors is scouring your company website for the best deals available. What offers will you have to show them? The top offers as stated earlier are the Discount, Free Gift after purchase, and Free Shipping. But let’s talk about the ultimate offer — the Discount. Since most companies appear to be having success with this offer, due to its popularity, it makes sense to focus on this offer first.

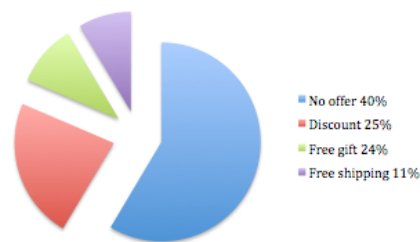
In our recent survey, the average discount is 30%. Do you Discount? By how much? Have you tested different discount percentages? Your chosen discounts will put you at a level where you competitors can’t compete. It’s that simple!

Free Gift With Purchase

What are you going to do to spur up your clients to buy your products? Since most individuals buying nutritional supplements will be workout gurus, you can be the ultimate problem-solver. Just how can you be their problem-solver? You can use gifts such as free towels to help bolster their fitness appetite. Fitness-related free gifts are a natural for nutritional offers, and very affordable as freebies.

According to this Nutrition Survey, 24% of nutritional marketers offered free gift with purchase. Particularly popular were tee shirts and sports bags. Tee shirts, sports bags, sweat towels, billed hats, and other inexpensive gifts offer an opportunity for customized logos — and free advertising amongst peers at the gym, on the track and anywhere that nutrition enthusiasts gather.

Nutrition Chart





Free Shipping

As stated earlier, 11% of marketers offered free shipping. Of the 11%, nine percent offered free shipping for purchases of \$50 USD or more. In addition, 2% had automatic free shipping without a set amount of money spent on supplements. Across the Web, the free shipping offer really took off in this last recession. In fact, “free shipping” saved many an online retailer. With the years-long length of this recession, many online shoppers have come to expect free shipping. Have you tested a free shipping offer?

According to the recent article, “Confident, Connected, Consumer,” (Internet Retailer), seven out of 10 items were left in the shopping cart, without purchase. This means people want to buy online, but if they can’t get a good deal at point of sale, they won’t buy. Free shipping is often the tipping point for those who straddle the line.

Why “No Offer” Is No Good

As shown in our Nutritional Chart, 40% of online nutrition marketers do not have an offer on their website, for any of their products. For a highly competitive niche in the business-to-consumer space, that sells a near commodity, this is quite baffling.

One can only conclude that this niche has many novice marketers entering the space, due to the potential for very high profits. Seasoned marketers know about the 40-40-20 rule: that 40% of your success will come from the list you market to (or number of visitors you attract), another 40% of your success comes from the quality of your offer, and 20% of your success comes from the quality of your copywriting.

Nutritional Supplement marketers who have no offer, or who have not tested offers, are clearly leaving at least 40% of their profits on the table.

Step Up Your Offer to Step Up Your ROI

Throughout this paper, we’ve discovered promotional offers that will turn the tide for your marketing campaign. Are you ready to take the fitness world by storm? To step up your ROI is to step your offer!

ABOUT GABE

Gabriel Rivera specializes in the natural health, alternative health, and sports nutrition industry and has had an extensive background as a personal trainer and sports coach. He’s an experienced salesman and nutrition guru who has a knack for writing persuasive copy. Gabe’s copy shortens sales cycles and in the case of online promotions, can increase revenue overnight.

Gabe provides B2C market and direct response agencies with powerful copywriting and ROI-generating offers. Don’t hesitate to ask Gabe for help with your next marketing campaign at 361-244-0858 or visit him at www.gabecopywriting.com.

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