

Regional Update

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Regional Spotlight

The Regional Coupon Book

The Regional Coupon Book is a free digital coupon book filled with supplier coupons created by ZOOMcatalog in partnership with the regional promotional products industry associations. We have been doing this e-coupon book for three–four years now. Each coupon book is converted into a ZOOMcatalog and a link is provided to each regional that can be e-mailed to members and/or posted on the password-protected portion of the regional website. We all have a cover customized to our regional and we are permitted to add additional pages if we want—I have a personalized page listing TRASA's 2017 event dates on the last page of this year's book.



How it does it all come together?

ZOOM gives the regionals the production schedule and deadlines. Each regional then reaches out to suppliers about participating—the suppliers are asked to create one generic coupon that fits all regionals.

ZOOM puts all of the coupons into a big list; we tell them which coupons to use in our books (based on if that supplier is a member, or not). This is also a nice opportunity (if time permits) for the Executive Directors to reach out to non-member suppliers to see if they would like to join and be in that particular regional's coupon book.

We normally start to put the word out in the Fall and it's all wrapped up by the end of December. We get the coupon links to our books in January—usually after The PPAI Expo.

up a bit so that we start the process a little sooner. [See *Regional Coupon Book Program Information* link at end of article for this year's deadline dates.]

“Although the coupon book program is a lot of work, it is our way of giving back to the associations since we have limited time to volunteer. We partner with the associations to offer them the coupon book and free conversions for newsletters, show directories, etc.”—Bryon Zsman, ZOOMcatalog

How does the coupon book benefit the regionals?

The Regional Coupon Book is an awesome tool to recruit distributors to renew their dues, or to join a regional in the first place. For example, the TRASA book is worth \$1,200 in coupons that are valid for the calendar year. We tell our members and prospects that if you use two, or three coupons, you can easily get your membership dues back. I have some distributor members who tell me they love having the book and how they have saved money. The book is also a

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great membership incentive to suppliers—it gives them exposure to many distributors and depending on the attractiveness and timeliness of the coupon offer, distributors who will want to do business with them right away!

Bottomline?

It's a great recruitment/retention tool for the regionals. It doesn't cost us anything to do, but our time to meet ZOOM's deadlines and to help getting the suppliers to provide their coupons in the right format and on time to ZOOM.

—Info from TRASA Executive Director Patti Ward



Regional Coupon Book Program Information:

<https://www.zoomcatalog.com/downloads/RegionalAssociations/2018CouponBookProgram.pdf>