

****Holiday Promotion Campaign – 2024****

Chitown Custom Choppers' 2024 Holiday Promotion generated strong customer engagement by offering targeted, high-value incentives.

The campaign included a **20% discount on all in-stock parts**, **15% off labor for repairs**, and **\$100 off any new custom build

deposit placed between November 25 and December 31**. To boost foot traffic, we introduced a "Gift with Purchase" tier where customers

spending over \$150 received a free chrome grip set (retail value: \$29). The campaign increased December sales by **17.8% year-over-year**,

driven largely by accessories and winter tire packages. Marketing spend totaled \$2,800, resulting in an estimated **ROI of 4.2x**.