

USA Books Campaign with Credit Card Discounts (August – November 2024)

1. Overview

We are launching a **new credit-card discount program** aimed at **first-time book buyers** in the United States. This initiative will run from **August through November 2024**. Despite a projected **5% dip in short-term revenue**, the campaign is designed to **bolster long-term brand awareness** and attract small-to-medium-sized business (SMB) customers who are discovering our Books category for the first time.

Key Points:

- Target region: **USA**
 - Target audience: **First-time buyers** (with additional focus on SMB customers)
 - Campaign duration: **August – November 2024**
 - Expected short-term revenue change: **-5%**
 - Long-term benefit: **Increased brand awareness and loyalty**
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2. Objectives and Key Takeaways

Primary Objectives

1. **Attract New Customers:** Incentivize first-time buyers with a credit-card discount to encourage them to explore and purchase from the Books category.
2. **Strengthen Market Position:** Maintain and grow our reputation in the competitive U.S. book market, where sales remain robust.
3. **Enhance SMB Relationships:** Leverage this promotion to build deeper connections with SMB customers who can benefit from bulk purchases or B2B partnerships.

Key Takeaways

- **Promotional Window:** A 4-month window (August–November 2024) is designed to maximize exposure during the back-to-school and early holiday shopping seasons.
- **Brand Visibility:** Even though there is a projected 5% short-term revenue dip, the long-term brand benefits are expected to outweigh initial losses.
- **Competitive Edge:** Offering a credit-card discount for first-time buyers sets us apart from competitors, potentially driving a surge in new accounts and future repeat business.

3. Promotion Details

1. Discount Structure

- **Credit-Card Discount:** A fixed percentage off (to be finalized and announced closer to launch) applied at checkout for first-time customers who use an approved credit card.
- **One-Time Use:** Each eligible customer can only use the discount **once** during the promotional window.

2. Applicable Products

- **Books Category Only:** Discounts apply solely to titles in the Books category, including ebooks, print editions, and selected specialty publications.
- **Exclusions:** Third-party gift cards, merchandise bundles, or other categories may not be eligible. Please refer to the finalized terms and conditions.

3. Redemption Process

- **Online Checkout:** First-time buyers enter a unique promotional code or automatically receive a discount when recognized as a new user.
- **In-Store (If Applicable):** Customers visiting physical retail partners can scan a coupon code or show a digital voucher. (Details may vary by participating store.)

4. Payment Methods

- **Credit Cards Only:** This promotion specifically incentivizes credit-card usage. Other payment methods (e.g., PayPal, bank transfers) remain available but will not include the first-time buyer discount.

4. Eligibility Requirements

1. First-Time Buyers

- Eligible if they have **no prior purchase history** in the Books category or are entirely new to the platform.
- Verification is done via account creation date and purchase records.

2. Valid Credit Card

- Must use one of the **major accepted credit cards** (Visa, MasterCard, American Express, etc.).
- The discount applies only to transactions approved through our secure payment gateway.

3. Geographical Limit

- This promotion is restricted to **customers in the United States**.
 - Billing address and/or shipping address must be within the U.S.
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5. Implementation Timeline

Phase	Dates	Key Activities
Planning & Setup	Q2 2024	<ul style="list-style-type: none">- Finalize discount details- Draft promotional materials- Secure partnership terms with credit-card companies
Pre-Launch	Late July 2024	<ul style="list-style-type: none">- Publish FAQs and training resources for customer support- Soft announcement on social media and partner portals
Official Launch	August 1, 2024	<ul style="list-style-type: none">- Promotion becomes active on e-commerce sites and in-store- Send launch announcement email to potential SMBs
Active Promotion	August – November 2024	<ul style="list-style-type: none">- Ongoing marketing campaigns- Monitor redemption rates and customer feedback
Post-Promotion Review	December 2024 – January 2025	<ul style="list-style-type: none">- Analyze performance data (sales metrics, brand impact, ROI)- Gather feedback from SMBs and first-time buyers

6. Marketing and Promotion Strategy

1. **Digital Advertising**
 - **Social Media Campaigns:** Targeted ads on Facebook, Instagram, and LinkedIn to capture both consumer and SMB audiences.
 - **Email Marketing:** Personalized emails to new subscribers and leads, highlighting the promotion and showcasing popular book genres.
2. **In-Store Collateral (If Applicable)**
 - Signage and POS materials in participating retail locations (where relevant).
 - Counter displays emphasizing the credit-card discount for first-time book purchases.
3. **Partner Collaboration**
 - **Credit Card Networks:** Co-branded landing pages and marketing assets.
 - **SMB Community Outreach:** Webinar sessions, local bookstore partnerships, and small business forums to generate buzz.

4. Influencer & Book Blogger Engagement

- Sponsored content featuring well-known book reviewers or influencers to create authentic engagement with potential buyers.

7. Potential Impact on Revenue and Brand Awareness

While this promotion **may reduce short-term revenue by about 5%** due to discounts offered, the strategic goal is to:

- **Expand Customer Base:** Bring in new buyers who can develop into loyal, long-term consumers.
- **Boost Brand Awareness:** Strengthen our presence in the U.S. market, particularly among SMBs looking to stock or resell books.
- **Encourage Repeat Purchases:** After the first-time discount, customers are more likely to return for future purchases at full price, offsetting short-term losses.

Long-Term Benefits:

- Heightened brand recognition and loyalty.
- Broader engagement with SMB customers, potentially leading to bulk orders or partnership deals.
- Positive word-of-mouth in both consumer and business communities, fueling sustained growth.

8. Frequently Asked Questions (FAQ)

1. **How do I confirm I'm a first-time buyer?**
 - Our system automatically checks account history at checkout. If you have no prior book purchases or are new to our platform, the discount will be applied.
2. **Can existing customers in other categories get the discount if they haven't bought Books before?**
 - Yes. As long as you have not made a **previous purchase in the Books category**, you are considered a first-time buyer for this promotion.
3. **What if the credit card is declined?**
 - The discount applies only to successful credit-card payments. Customers whose payment is declined can try another **valid credit card** or use alternative payment methods (without the promotion).
4. **Does this promotion apply to audiobook subscriptions?**
 - Generally, the promotion is valid for one-time purchases in the Books category. Check the specific terms of your audiobook subscription to see if it qualifies.

5. **Can SMB customers use the discount for bulk orders?**

- The discount is intended for **first-time orders**. If your SMB is making its first purchase, you can apply the discount, subject to any maximum order size specified in the promotional terms.
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9. Support and Contact Information

- **Customer Support Portal:** Visit our online help center to open a support ticket or search for additional FAQs.
- **Email:** bookscampaign@ourcompany.com for questions related to the promotion.
- **Phone (U.S.):** +1 (800) 123-4567 (Monday–Friday, 9 AM–5 PM ET).
- **Partner Portal:** Authorized partners can access the portal for marketing materials, sales data, and detailed promotional guidelines.

We look forward to working together to make this credit-card discount campaign a success. By tapping into the continued strength of the U.S. book market and offering an attractive incentive for first-time buyers, we aim to foster lasting customer relationships and expand our brand footprint in the SMB space.