



# Bucky Book & BuckyBook.com

*\* “The Bucky Book has by far been the best response we have ever received from a coupon. It has allowed us to reach new customers, give great deals and still show a profit.” – John Hutchinson, President of Fontana Sports Specialties*

BID will once again be sponsoring a “Downtown Madison” merchants section in Bucky Book 19 and would like to extend participation to all merchants. Many BID merchants already participate in the Bucky Book with great success like Fontana, UW Bookstore, BOP, Brocach, Cosi, Fridas, Orpheum, Subway, Chocolate Shoppe and more. This same success can be experienced by your business so please review this information thoroughly as many Bucky Book attributes may surprise you!

## **BUCKY BOOK PROFILE**

- \$350,000+ contributed to UW scholarship programs
- \$160,000+ donated to local schools to salvage programs from budget cuts
- \$1,200,000+ invested in media to establish BRAND
- \$2,000,000+ raised for hundreds of schools, churches, service clubs, civic & charitable orgs. thru fundraising
- 42,000+ units distributed annually; released September each year, valid for one year
- 85% of demo 25 - 64 with household income ranging \$75,000 - \$150,000

## **BUCKY BOOK MARKETING STRATEGIES**

### **#1 – You can only make money if someone is in your store (or website)!**

The Bucky Book **WILL** drive hundreds of consumers through your doors as it does with the majority of our participating merchants; that’s where your job begins. Through custom secondary offers, employee training, quality customer service, info gathering, etc. your staff can maximize this potential and capture additional sales and loyal consumers.

### **#2 – You only pay for your advertising when it works!**

You are only paying for your advertising with the offers you provide when a consumer is in your store redeeming their offer (*besides small one time graphic fee*).

### **#3 – You’ll get trackable results far above industry standards!**

People purchase the Bucky Book for \$35 so a different usage philosophy is present; they want to get as much value out of their investment as possible so results are far above industry standards. You can also track your response to know your investment is working.

### **#4 – You’ll get 12 months of continuous exposure and results!**

Unlike traditional advertising (TV, radio, print, direct mail, etc.) where you only get a few weeks or month of exposure/results at best, our consumers use their Bucky Books all year long as they religiously search for savings and things to do.

### **#5 – You don’t need to “give the house away” with your offer!**

To motivate consumers you provide a “lost leader” of 50% off or 2 for 1 (to fit Bucky Book’s format) on a low cost, high margin item which breaks even or makes money with each redemption. Then, by providing a custom and lesser secondary offer on the same coupon (optional), and/or create some in-store consumer incentives, you’ll gain additional purchases!

### **#6 – The Bucky Book will draw consumers from outlying areas!**

Bucky Books are distributed by hundreds of charitable organizations throughout Dane County. With BID’s section sponsorship, map of participating merchants, parking assistance, etc., you will experience a response from outlying consumers unmatched by any other campaign you have ever been involved in!

### **#7 – New website and modern marketing techniques available to you!**

You can send your message to 1000s of our consumers who have subscribed to hear from our participating merchants via “eblasts,” social media, text messaging and more. At BuckyBook.com you can also turn on/off, adjust and change your own custom on-line coupons (separate from Bucky Book) to suit your needs and trends.

## **!!BID BONUS!!**

***Receive an additional 10% discount off rate card via BID!***

Due to printing space restrictions these limited positions are on a first come, first served basis so please don’t hesitate!

**Contact the Bucky Book today at 608-441-3910 or email us at [info@buckybook.com](mailto:info@buckybook.com).**