

RAISING RESPONSE RATES

A marketing programme in which you only pay according to the sales you get.

Every year Hamilton House works with a small number of companies that don't pay anything for their advertising and marketing; they simply pay us a commission on each sale that we get for them.

Here's how it works:

1. You tell us about your product and how much you sell it for.
2. We take a look at your product and your past advertising and then, if we think we can sell it, we discuss a commission rate.
3. The commission rate is paid on each sale that is made, usually 30 days after the sale is achieved. The commission rate varies but, to take the example of books, we would expect a commission rate that is in keeping with that given to stock holding booksellers. You pay no marketing costs at all.
4. Hamilton House then organises the promotions and you keep us informed of the sales that are achieved. There's no time limit on the project, but you must agree to provide one month's notice if you wish to cancel the contract.
5. You must have a way set up to be able to track all the orders that come via our advertising. This can be through a tracking code on your internet site, or it can be through a promotional code which buyers always give. If you are unsure how this might be done, please do call and we will talk it through.

Free consultancy

If you'd like to talk to us about your product or service or would like to know more about the way this type of promotion service works, please do call 01536 399 000.

Phone: 01536 399 000. Fax: 01536 399 012. Email: Sales@hamilton-house.com

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