HOW TO WRITE A GOOD DEAL

DRIVE VICTORIA

HERO DEAL

A hero deal can feature on any page (corresponding to your region), as well as the home page.

1-2 GREAT HERO IMAGES

DRIVE VICTORIA'S DEAL 'THEME'

DISCOUNT, SAVINGS OR OFFER PER PERSON AMOUNT

OPERATOR BUSINESS AND LOCATION (REGION)

LINK TO DIRECTLY BOOK ON YOUR WEBSITE

ROW DEAL

A row deal features on the region page only, and possibly can be featured on the home page.

CRAFTING A DEAL

From Mates Rates, Pay 2, Stay or kids eat free, there are so many types of deals and discounts which people go crazy for.

What Are Deals?

Deals, they're those awesome offers you stumble upon for products or services at a steal – maybe a free sample or some cool add-ons. These Deals typically run for a limited amount of time and are a great way to spread the word about a brand, whether you're in the business of accommodation, tours, activities, or running a restaurant. Your deal should offer some value to the customer.

If you want to offer a discount, ensure it's redeemable when you have space to fill - give people a reason to come on that day or at that time, or for accommodation operators, promote a great discount mid-week when you generally have vacancies.

The best test for whether your deal is a good one is to ask yourself; "Would I click on that?" Make it compelling - make it clickbait.

Sales Deals Ideas and Examples

At Drive Victoria, we've got some killer Master Deals ready for you to pick and choose from. These will come to you to choose where you best fit. Plus, we're all about collaborating to cook up a deal that suits your business just right.

TOP TIPS

1. Keep it real with clear deadlines and Terms and Conditions. Let your customers know it's a "now or never" situation. Slap some solid expiration dates on your deals and throw in some social media reminders to keep them on their toes.

2. Ride the wave of seasons and events. Get in sync with the calendar and ride the waves of seasonal and event-based promotions. Think Spring, Christmas or School Holidays.

3. In today's world of endless awareness days, choose the ones that matter to your business. If you're running accommodation, World Sleep Day is your day to shine.

4. Double the fun with combo deals. Get aggressive with your promos by combining offers like Three Courses for Two + Free Bottle of Wine, or 2 Adults (experience) + 1 Kid Free. You can also team up with an operator nearby and create a package deal.

5. You will need to add at least one image. Make it a good one as this is what will make users click through (Even a great deal won't get anyone's attention with a bad photo). The same goes with the heading. If it isn't compelling, no one will stop scrolling to look

6. A price is required. Note you can add comments like "Starting from" or "excluding weekends" so we would suggest stating the lowest price someone can possibly book the deal for.

7. You can preload deals for future publication. Not sure you need extra customers now? Have a deal or deals ready to publish post-summer, or you could even promote a different deal for every month of the year.

8. Think about how you will handle the busy summer and what will simplify things for you - if you want people to book in advance - offer an incentive to do it, or if you want to spread your service over the day to allow more people in your venue - offer a special for a "late lunch" or "early dinner".

DRIVE VICTORIA

escape the everyday... your way

WWW.DRIVEVICTORIA.COM.AU