

Trying Before Buying with Product Demonstrators

Product Demonstrators at AMS Promotions

It's simple. Customers who try are more likely to buy.

Product demonstrators and product samples are a great way to build an immediate relationship with customers and enhance brand awareness amongst a wide audience.

Essentially, this method gives potential customers an experience with your brand or product (whether high or low-involvement) – such as watching a demonstration of a new blender making smoothies at a health food convention, sitting in a Tesla in a shopping centre, or trying out a new brand of chocolate in a supermarket. This encourages purchase or simply puts the brand or product in the consumer's mind in the first place. It has been found that 41% of shoppers who view a demonstration complete their experience with a purchase – low-involvement products in supermarkets almost immediately, with the taster feeling compelled to give back to the demonstrator/sampler for their service or simply desiring more of the product after the ability to try it whilst out-and-about.

Consumers are savvy and don't enjoy spending money on unknown products without knowing the value they provide, so allowing them to try before they buy directly shows the benefits and builds a trusting relationship between your brand and the consumer. Having this direct interaction and involving the audience and their five senses not only deepens the potential relationship, but also allows your brand to gain immediate feedback involving target audience desires, competitors and first impressions which can be used for future improvements.

Potential considerations in using a product demonstrator may include:

- - Identifying the unique characteristic and choosing which of the five senses to engage. For example, a demonstration of perfume must include smell; a fluffy toy must include touch, and a delicious chocolate must include taste.
- - Time and budget. Distributing free samples means making some products free. However, it ultimately pays off. Time and budget are also affected by hiring, training and educating staff.
- - Educating the demonstrator. To most effectively translate a tester into a purchase, the demonstrator or sampler must be friendly and knowledgeable about your brand in order to answer potential questions and reflect the brand's values.

For demonstrator inquiries call AMS Promotions on 1300 368 969 or email info@amspromotions.com.au

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