

Shop Kaiapoi

Coupon Book Prospectus

In recent times the Kaiapoi Promotions Association (KPA), and Enterprise North Canterbury (ENC) have been looking for ways to support you through the Canterbury Earthquake Recovery.

The clear winner has been to encourage people to shop locally!

The Shop Kaiapoi Coupon Book project is an Enterprise North Canterbury initiative and has been funded in part by the Ministry of Economic Development.

Don't miss out on this \$25,000 marketing campaign!

Your involvement in this project will help introduce new customers and increase awareness of your business. By purchasing one or more coupons your business will receive a fantastic marketing opportunity, create a directory for other local businesses to support you and provide an incentive to motivate people to try your business.

Customers who are impressed by your business will generate positive word-of-mouth advertising and potentially return as a regular. Each customer using a coupon will also provide you with their contact details, enabling further valuable database and marketing opportunities.

Your participation also sends a message to local residents that you value their business and are supportive of the local community.

To make a real impact we need at least 100 Kaiapoi businesses on board.

Be a part of this exciting project today and reap the rewards for your business.



A local businesses and their thoughts about a similar project to the Shop Kaiapoi Coupon Book:

"I have used the Entertainment Book as a form of marketing since June 2005. It continues to be the major marketing initiative for my restaurant because the return on investment is so measurable.

This investment provides new customers, return customers, as well as a database for future communication." Trish Coleman, Nor'Wester Cafe

Support your local business community today and be involved in this exciting project, providing your business with opportunities greater than just customers through the door!



Working together to support local businesses

