



**POS SYSTEMS GROUP**  
**877-271-3730**  
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# School Store Marketing Contest

**Win \$100.00 to \$1,000.00 or Amazon Gift Card**

**Choose 2 or more marketing ideas (see below)** - or make up your own.  
**Tell us your marketing story.** Were you successful? Dates involved?  
Supply evidence to back-up: Images, Video, POS Sales Report/Graphs.  
Eligible student(s) must attend a school that uses our POS System  
Submit each contest entry with School, Teacher & student(s) names to:  
**email: [info@schoolpos.com](mailto:info@schoolpos.com)** **Entry Deadline: 5/27/22**

1. **Internet Marketing** (Online ordering, Web Sites, Google-Business, Search listing..)
2. **Social Media Marketing** (Facebook, Instagram, Twitter, YouTube, ....)
3. **Announcements & Video Commercials**
4. **Community Adv.** (Advertise in local paper, radio/t.v. station, bulletin boards, ..)
5. **Coupons** (Coupon Codes, Paper Coupons, Show Report Card for \$% deal)
6. **Calendar Promos** (Plan dates/times that sale begins & ends)
7. **Combo \$** (Pre-Package of specific items at a special \$, Gift Bag, Hat/Shirt,..)
8. **Mix & Match** (Sell 2 or more like or unlike items at a Group \$, 2/\$1.00..)
9. **Delivery Service** (Room & School Building Delivery, Postal Delivery,..)
10. **New Product Announcements**
11. **Curbside Pickup Service**
12. **Special Event Days** (Freshman Registrations, Alumni-Saturday, ..)
13. **Contest Events** (Grade Level Sales Contest, Seniors v. Juniors, Trivia ?,...)
14. **Charity Donations** (Charity of month, round-up \$ amount, Donate loyalty reward)
15. **Customer Loyalty Rewards** (Sales history threshold = Free Gift or \$ Credit)
16. **Signage** (Digital Signs, Hall Signs, Enterprise Sign)
17. **Product Sampling** (new product survey, blind taste tests, ...)
18. **Merchandising** (shelf organization, floor displays, counter impulse, display case)
19. **Mobile "pop-up" Sales** (sporting events, Open House, Conferences, ...)
20. **Partner with Groups** (Booster Clubs, Alumni, Sports Teams, ...)
21. **Gift Card Sales & Payments** (popular at Open House, student positive reward,..)
22. **Credit Card Payments** (electronic payment increases sales 30% or more)
23. **Staff House Accounts** (30-day charge increases sales, Wear & adv. Swag,..)
24. **Pre-Paid Student Accounts** (student ID# used as internal, debit card,..)

**We can help.** Please contact our office anytime for assistance