

BEST SUPPLIER SELF-PROMOTION

iClick Promos Inc. (*asi/62124*)

iClick Promos believes that saying thanks to its customers is actually a great way to promote itself. So, jumping off that philosophy, the company implemented a self-promotion strategy last year that also rewards its customers for doing business with them.

It's a very simple program, but one that has been wildly successful. iClick sends a \$5 Starbucks gift card, along with a customized postcard and thank-you note, to every single distributor who orders a sample. "We always start with a cup of coffee to get going on a project, so our idea was, "You have a big project ahead of you; have a cup of coffee on us,"" says Lon McGowan, CEO of iClick. "It lets us stand out from our competitors as well as saying 'thank you' for showcasing our products to their customers."



iClick began the program in April 2006. In May, the number of samples ordered doubled. Overall, since the beginning of the program, the number of samples ordered has grown 380%. And all of this has come without any promotion of the program. "We've never advertised it and we never tell the distributor about it before the sample is sent," McGowan says. "We want it to be a complete surprise."

Those surprises have led to an impressive 11% increase in the rate of sample requests turned into actual orders for iClick. "It's been wildly successful," McGowan says. "It gets all of our account managers excited and our clients just love them." —AC