

7 FREE SAMPLE IDEAS THAT WORK

According to market research 81% of consumers said they are more likely to try a new product after receiving a free sample.

- 1. In-Person Sample Offerings:** Ideal for retail and food-based businesses where staff can engage with customers and close the sale on the spot. Sample SWAG bags are always a hit and ideal for distribution at community/sports events.
- 2. Send Free Samples via Direct Mail:** Be selective with the list, include recipients based on specific demographics or previous buying habits. Be sure to include a coupon or online link to track response.
- 3. Free Sample Packs to Showcase Skills or Offerings:** Give prospects a chance to see what you do. Online photo giant, Shutterfly, offers complimentary wedding invitation packs so nervous brides can touch and feel their product in hopes they buy.
- 4. Offer Online Sign-Up to Receive Samples:** Create landing pages where customers can request a free sample from you. Blue Buffalo pet food has built the core of their marketing around this strategy and uber-retailers like Walmart and Target have free sample programs that sell out right away!
- 5. Bundle Samples Attached to Purchases:** Physically attach a related sample to another product to encourage trying it out. This is the most passive form of sampling, meaning it doesn't generate the same reciprocity feeling as if you hand me a sample, but it gets the product in your customer's hand which is all that matters.
- 6. Free Gift with Purchase:** Offer free samples with any purchase as an extra. Even better if you give customers the chance to pick what they want. [Kiehl's](#) skin care has built their entire high-end business on this strategy and it totally works.
- 7. Supply Free Products in Exchange for Specific Actions:** You've seen social media evangelists that review products and share with their social channels, picking up thousands of followers who hang off their every word. Offer free samples in exchange for reviews, social shares, surveys, anything that engages your audience and grows your business at the same time.

At **Three Dog Logistics**, our expert parcel consultants will take your free sample ideas from concept to fruition quickly and at the lowest cost possible. [Contact us at threedoglogistics.com](https://www.threedoglogistics.com) or 410-284-5494 ext. 250 to schedule a complimentary consultation.



**Three Dog
Logistics**

We take the bite out of postage & freight.