

2024 Autumn Promotion Branch Checklist (Canada)

Autumn Promotion Overview:

- \$200 off any stairlift, ramp or porch lift (MSRP).
 - This is inclusive of all in-stock and custom orders
 - Funded purchases are not included in the promo – private pay clients only



Timeline:

- September 1 – October 31, 2024

Website Landing Page:

- explore.nsm-seating.ca/autumn-promo

Creative Materials:

To support the campaign’s success across both digital and physical efforts, we have created the following materials.

- Collateral such as Email Attachment and Social Media graphics are in the below link for individual employees to use as resources when getting in touch with clinician network.
- Printed Collateral will arrive at your branch shortly.

All branches can access the link to ALL files here: <https://wnsm.com/Canada/Marketing/Autumn-Promo.aspx>

Asset Type	Media	Quantity
Google My Business Graphic	Digital	N/A
Email Attachment	Digital	N/A
Social media graphics (2 options)	Digital	N/A
Promotion Landing Page	Digital	N/A
Branch Poster (8.5” x 11”)	Printed	10
Postcard (Postcard Size)	Printed	200

Legal Terms

Legal Terms: Offer valid on all new stairlifts, ramps and porch lifts purchased between September 1 and October 31, 2024. Offer applies to private pay purchases only; funded purchases are not eligible.

Checklist

- Review brief presentation (emailed to you Friday August 23)
- Put up flyers at your branch (once received in the mail)
- Provide postcards to Techs/Reps and include in Welcome Packages
- Review promo at weekly branch meetings to keep top of mind