



Lesson: I Want a Discount!

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Resources: Nimbit Account

NAfME Standards:

7. Evaluating music and music performances.
8. Understanding relationships between music, the other arts, and disciplines outside the arts.
9. Understanding music in relation to history and culture.

Objectives: Students will learn to forecast sales data based on using discount codes for music promotions.

Procedure:

1. Discuss the previous email and social promotions of class music.
2. Discuss popular sales promotions using discounts and how effective they are. Have students bring in discount ads and discuss what is effective and why.
3. Based on the statistics of the previous projects, decide on an appropriate discount strategy to reengage the audience.
4. In your Nimbit account, go to Marketing > Product Promotions > Create a New Promotion, and then set up your promotion with a text code.
5. Use this code to distribute with flyers and through the email and social channels previously used.
6. Analyze sales data after the promotion period to see how many sales were created because of the discount. Consider having a control group that simply re-emails the original offer to collect data on how many additional sales result without a discount.