

OBAGI<sup>™</sup>  
MEDICAL

# THE SCIENCE BEHIND SAMPLING

- Maximise business
- Increase client retention
  - Grow sales



# Why You Should Utilise Samples?

- Creates a more positive attitude towards the product
  - Peace of mind before commitment to a full-size purchase
  - simply because it's free!
- Popularises a new product
- Creates word-of-mouth so that news of the product reaches more people
- Creates new sales if people like the product
- Reaches out to new customers who may otherwise be hesitant about trying it / not know about it



# Four Reasons Why Sampling is so Effective

## 1 - The Rule of Reciprocity

When someone does something nice for you, it creates an urge for you to do something nice in return

## 2 - Commitment

Samples aren't just for attracting new customers or introducing people to your products.

Giving existing customers samples helps foster brand loyalty, too

## 3 – Triggered Cravings

Unintentional 'surprise and delight' purchases give the buyer a positive feeling towards your clinic

Show them the product they didn't even know they needed

## 4 – Risk Aversion

When the customer's brain starts the 'buyer decision process' you can skip all of the doubt in your customers mind and gain the non risk sale, faster which creates a happier customer

# Product Sampling in the Skincare Industry

**Studies have shown that the beauty & skincare industries are the most receptive when free samples are given, sales sky rocket ”**

# Sampling Statistics



**97%**

of those that purchased the full-size sampled product,  
bought additional products from the brand\*

# Sampling Statistics



Over half of the participants said that the sampled product became a new favourite



The significance of sampling is punctuated in 'Influencer's September 2020' study where **more than half of the respondents said they bought a full-size product not just once, but several times after trial!**

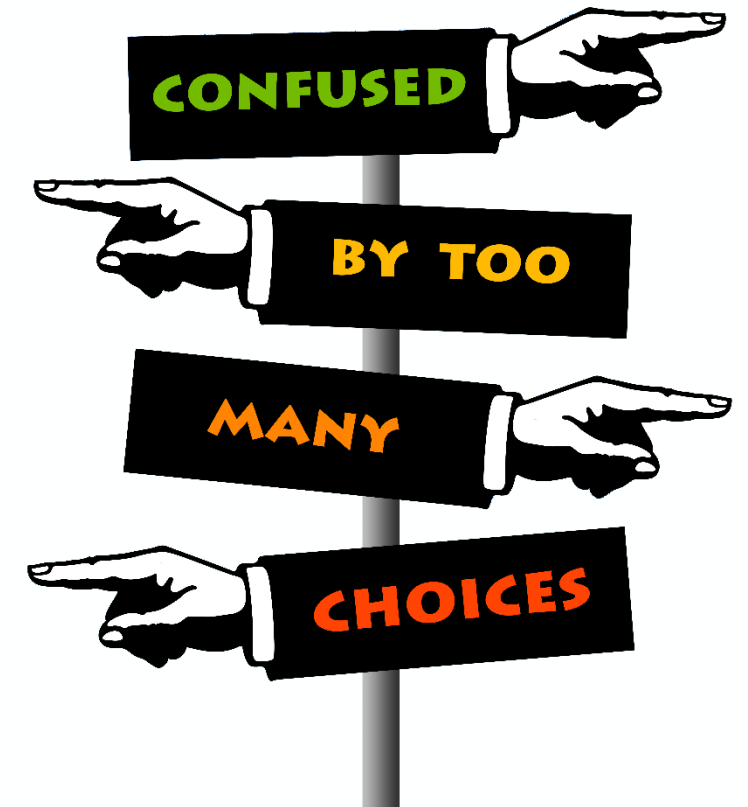


Bazaarvoice found that **63%** of participants purchased a sample product after trial and **97%** of those ended up purchasing additional products from that brand as well

# The Wrong Way to Sample

When customers are faced with a handful of choices, making a selection feels manageable, however, if given too many options and our ability to pick one declines and we reach a point where we make no decision.

You need to have a plan for the products you sample, you want to consider the following before offering inventory up for customers without rhyme or reason.



# Getting Started

- What is the purpose of offering free samples?  
What do you hope to achieve?

Knowing this will help inform decisions around what to offer, when, and for how long.

- Who do you want to try your product?

That will help you understand what you need to do to make sure the product gets to the right shoppers.

- How will you measure success?

You need a way to track your sample campaigns and whether or not they helped drive business.





# The Best Ways to Utilise Samples

- An introduction for your existing patients for new product launches
- A brilliant way of introducing new customers to your skincare range
- A gift for loyalty and repeat purchases
- Use as a gift with purchase for an offer period
- An incentive to book in-clinic treatments such as facials/ peels
- Birthday treats
- Refer a friend reward



Download resources from the Marketing Portal

# Obagi Sampling Opportunities



# Obagi Sampling Opportunities

**Invest under  
£40 for over  
£700 profit!**

Obagi Sun Shield TINT 2g  
63% = 15 clients

1. Purchase 2 Sachet boxes (25 Warm + 25 Cool) for £37.50 ex vat / €
2. Bring in £1514 of business
3. Take home a profit of £738



**Invest £100  
for nearly  
£1000 profit!**

Professional-C Polish + Mask 5ml  
63% = 23 clients

1. Purchase Deluxe Mini box of 36 for £126 ex vat / €
2. Bring in £2227 of business
3. Take home a profit of £987



**Invest £200  
for nearly  
£2000 of  
business!**

Obagi Daily Hydro-Drops 5ml  
63% = 23 clients

1. Purchase Deluxe Mini box of 36 for £215.64 ex vat / €
2. Bring in £1990 of business
3. Take home a profit of £915



**Invest £450  
for over  
£4000 of  
business!**

ELASTIderm Facial Serum 5ml  
63% = 23 clients

1. Purchase Deluxe Mini box of 36 for £450 ex vat / €
2. Bring in a minimum £4022 of business
3. Take home a profit of £1747



# Sampling Statistics

**HALF**

of participants also conveyed  
their affinity by following the  
brand on social media

**2/3**

posted an image on  
either Instagram,  
Facebook, or Twitter

**97%**

of those that purchased  
the full size sampled  
product, bought additional  
products from the brand

**95%**

of those polled  
wrote a review

**9 out  
of 10**

participants recommended  
the product/brand to family  
and friends