

No Need For Coupons With Target Weekly Ad

In this day and age, our shopping options are endless. Companies spend millions of dollars catering to different consumer demographics each year. With all of the choice we have, sometimes it is difficult to pick a company or brand to stay loyal to. Companies are very aware of this, and it is beneficial to consumers in the supply and demand sense of marketing. One way that competition among companies benefits the consumer is through the onslaught of sales and price reduction promotions.

Coupons are one incentive that companies use to reel customers in. Print circulars are another strategy that companies use, by rotating weekly sales. Circulars basically are advertisement pamphlets that list all of the things a store or company has marked down for the week. A weekly ad is another name for these. The Target weekly ad is one of the most popular of this promotions.

The Target weekly ad is particularly popular because it tailors sales to the customer in many ways. In order to apply savings for the customer depending on their specific location, the Target website lets you type in your zip code or city and state. A circular with local savings appears next, and customers are able to click on items of interest to enlarge them. Not only does the item then appear larger, but the price, quantity, and department where the item can be found are all listed.

The Target weekly ad is also successful in the genius organization method. Each week, there are different themes. This week, for instance, there is a baby theme in which all items related to babies are having a sale. The Target weekly ad makes sure the customer views them as a one stop shopping location for all of their baby needs, from diapers to strollers.

Just about every store, Target included, focuses on seasons and holidays in their weekly ads. Target makes good use of the back to school onslaught for everyone from college freshman to kindergarten. The stylish back packs, soft dorm pillows and even computer software sales appeal to all ages and genders.

One thing that seems unique to Target is the sheer length of its weekly ad. Most company circulars are six to seven pages at most, while the Target weekly ad totals about twenty pages! The fact that the sales change constantly and that there are simply so many things listed on sale, both make for great advertising and big savings. Your spending budget can truly benefit from comparison shopping store to store via weekly ads.

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About the Author

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