

Get More For Less With Target Weekly Ad

We have endless options for shopping in this day and age. Companies spend millions of dollars catering to different consumer demographics each year. It is often difficult or impossible to pick one company to shop loyally with, because of the vast array of choices we are faced with. Companies are very aware of this, and it is beneficial to consumers in the supply and demand sense of marketing. Price reduction promotions and the onslaught of sales are ways that the consumer benefits handsomely from companies competing for business.

Coupons are one incentive that companies use to reel customers in. Print circulars are another strategy that companies use, by rotating weekly sales. Print circulars are pamphlets that advertise all of the things stores have marked down for that particular week. These are also called weekly ads. The Target weekly ad is one of the most popular of this promotions.

Since the Target weekly ad caters to the customer in many ways, it is very popular. 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. Price, quantity and department location of the desired item all appear when something is clicked on.

The Target weekly ad is also successful in the genius organization method. Different themes appear each week. This week, for instance, there is a baby theme in which all items related to babies are having a sale. From strollers to diapers, the Target weekly ad makes sure that the customer sees them the company as an all inclusive one stop shopping location for their baby needs.

Another method of the Target weekly ad is to focus on seasons and holidays, which just about every store does. From kindergarten to college freshman, Target makes good use of the back to school season to promote certain savings. All ages and genders can be enticed by the stylish book bags, computer software and soft dorm pillows, all on sale.

The sheer length of the Target weekly ad is one thing that seems unique to the company. 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. It is a great idea to comparison shop for the best deals among different stores, so that the big savings will carry over to your spending budget.

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About the Author

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