

20,000 Samples Of Quit Tea Will Go Out In Conscious Box

Starting in January 2014, 20,000 samples of Quit Tea will go out to everyone signed up for Conscious Box, a box of samples of healthy and natural products. This new partnership will help Quit Tea transition away from their current sampling program and market directly to health conscious consumers.

NEW YORK, NY., December 4, 2013 – Every month the team at Conscious Box selects and sends samples of only the best healthy, organic, and natural products available. For consumers, this is a great way to discover new natural choices for their health. Starting in January, 2014, 20,000 samples of Quit Tea will go out to every subscriber of Conscious Box. This is a transition from the current Quit Tea sampling program, and anyone looking for a sample of Quit Tea must subscribe to Conscious Box before January.

Quit Tea LLC was sending out about 10,000 samples a month to people who visited their website and requested one. This sampling program has been a successful strategy for marketing to consumers. Follow up surveys show that over 20% will purchase Quit Tea after trying a sample. However, the company has been looking for ways to wind down this program and try something different. At the end of 2013 the United States Postal Service will change their bulk mail rates and procedure, complicating Quit Tea's sampling program. Working with Conscious Box is an alternative way to continue marketing Quit Tea with samples.

One of the many benefits to working with Conscious Box is that it will help Quit Tea target health conscious consumers that are already inclined to use natural products. The samples will not change. Every Conscious Box will contain, among the many other samples of healthy and natural products, one tea bag and one information card. Initially 20,000 samples of Quit Tea will go out to subscribers. Going forward, Conscious Box and Quit Tea LLC are considering options for sampling just smokers through a separate specialized box just for smokers, or sending samples to all new sign ups.

For smokers looking to quit smoking and get healthy, a Conscious Box is a great idea because not only will it have samples of Quit Tea, but many other products that will help improve overall health after quitting smoking.

About Quit Tea LLC

Quit Tea is a blend of herbs and spices that is intended to help you replace the habit of smoking with drinking herbal tea. Quit Tea will help temporarily support your willpower, to get through cravings, and start a new healthier lifestyle. Quit Tea is a product of Quit Tea LLC and has been on the market since May 2010. Quit Tea LLC is a privately owned company based in New York, New York.

SOURCE: Quit Tea LLC

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