

**PROMOTION PLAN**

<b>Campaign:</b>	<b>Time per week (hours)</b>							<b>Total</b>

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## PROMOTION PLAN

A promotional budget plan serves as a roadmap for your advertising and awareness efforts to increase sales, improve brand awareness, or launch a new product.

### To complete your timeline, have in mind:

1. A specific audience you want to reach.
2. The combination of marketing and advertising tactics you know works to reach this target audience.
3. An amount of money you can commit to spend.
4. The timeframe for implementing each promotional activity, including start and end dates.
5. How to measure the success of these activities, such as click-through rates, conversion rates, or revenue.

### Completing the Promotional Plan template

The template helps to plan out a targeted 12 month promotional plan and budget.

1. Enter the promotional idea in the first column, such as Google Ads.
2. Under each month add the dollar amount you have budgeted. The list will self-calculate, enabling you to check the budget as you go.
3. Then repeat with another tactic until your promotional ideas are finished or you've run out of budget.

Chances are on the first attempt there will be either a budget surplus or deficit. Go back to step one and adjust.

### Promotional plan tips

#### Do what worked last time

If you know certain advertising ideas always work, use these ideas first.

#### Identify customer habits

Conduct research about their buying behaviour such as what they do online, the social media platforms they use and when they buy.

Position your online advertising to appeal to individuals based on their online activity.

### Finally, evaluate the results

Measure which promotions are working by asking, surveying and tracking as many sales as you can to confidently predict which promotional methods were successful. Then simply repeat what worked best and stop the tactics that didn't. Once you've completed your plan, regularly review each step each year. You may find new customers to target, new ways of reaching them and new tactics to adopt as technologies, needs and wants change