# **Toolkit for Promotion Planning**

Helping you learn from what you have done and what you could do next time



# Introduction

Promotion is the activity that we do to make sure that people hear about our offer. Promotion can be broken down into different disciplines:

- Print and assets
- Online content
- Direct
- Social media
- Advertising
- Press
- Distribution
- Partnerships
- Promotion and incentives

Each discipline above can be broken down into different tactics, and when you choose to use those tactics, together they form a campaign.

This toolkit aims to identify the different promotion tactics that you have used before, learn from them, and then think of others that might be new to you. You'll then have a whole host of ideas to choose from when it comes to building your next campaign

### Step by step guide

- 1. List examples of previous promotion tactics that you or your team have used in the past.
- Make notes based on how much, or what percentage of your budget you have invested in them, what worked and what didn't
- 3. Give thought to what you could do next time to make each tactic work harder for you
- 4. Get really creative listing all the different promotion tactics that you can think of.

#### Stage of marketing

There are often considered to be 4 stages of marketing, which act as a funnel and feed into each other.

The top of the funnel is brand awareness, where you make the biggest number of people aware of your organisation.

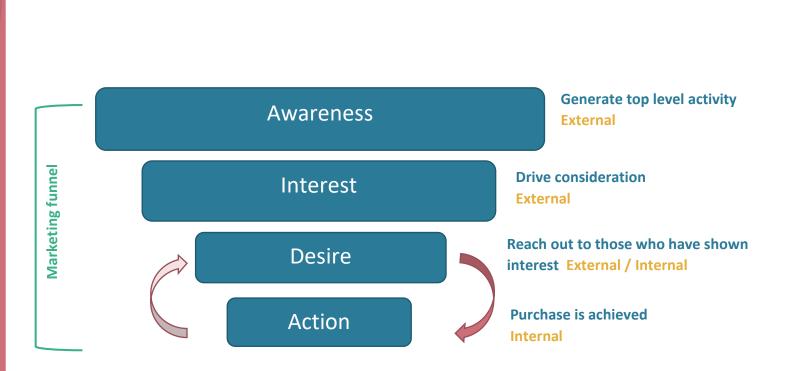
You then need to drive an interest in your products so they have a specific 'something' that hooks them in. This is the Interest level of the funnel. Your Interest tactics should be targeted to those who are already aware of your product, otherwise you run the risk of wasted messaging.

Then create a desire in those who have shown interest, so that they want to find out more. This is often achieved my offering more information in a creative way.

Finally, you compel those who already have the desire, into actually committing to you. You can do this by making your call to action really strong.

Sending "Buy now" messages should be reserved only for those who are already way down in your funnel as you are very unlikely to buy a product if you are not yet aware of it, or interested in it. Yet is a mistake we often make.

### **Marketing Funnel**



Print and assets is the term given to things you actually need to make in order for your campaign to run.

The most obvious examples for many arts, culture and heritage organisations are posters, fliers, brochures.

What other things do you make?

You might find that ideas 1 - 4 come quite easily. Ideas 5 - 7 might stump you a bit. But do keep going – because ideas 8 and 9 are likely to be the best ones on you list.

It is best practice to ensure that have different tactics that serve the different stages of the marketing funnel.

### **Print and assets**

Previous examples or new ideas	Budget assigned	For which target audience?	What stage of marketing is this?	What worked and what didn't?	What would make this better next time?	

Online content can serve a range of stages within the marketing funnel.

Your home page often acts as brand awareness, and your event pages will act to build desire.

What specific online content can you create in association with your products. Also, give consideration to where this content might be hosted, and also how you might draw traffic to it.

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## **Online content**

Budget assigned	For which target audience?	What stage of marketing is this?	What worked and what didn't?	What would make this better next time?
	Budget assigned   Image: State of the sta	target	target marketing is this?	target marketing is this? what didn't?

Direct marketing is the term given to something that you send to a specific person based on who they are and their engagement with you.

Mailing a brochure to someone, sending a direct mail letter are typical examples. What examples do you use in our print reduced world?

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### **Direct marketing**

Budget assigned	For which target audience?	What stage of marketing is this?	What worked and what didn't?	What would make this better next time?
	Budget assigned         Image: Second secon	target	target marketing is this?	target marketing is this? and what didn't?

Social media has become everyone's go to within the promotion tactics. It is cheap and you can reach a lot of people with it.

But here, give thought to the different types of social media tactics that you use, and what stage of the marketing funnel are they at?

Are most of your social posts 'We have this on, come see it?' If they are, you are concentrating on the bottom of the funnel too much and need to invest more in the brand awareness.

What activity are you doing on social media that gets more and more people aware of your brand in the very first place?

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### **Social media**

Budget assigned	For which target audience?	What stage of marketing is this?	What worked and what didn't?	What would make this better next time?
	Budget assigned		target marketing is this?	target marketing is this? and what didn't?

Advertising serves well as top of the funnel tactics to increase your brand awareness and to generate an interest.

Are you placing your ads as part of a structured campaign, where those who respond to your top of funnel ads, then get exposed to middle of the funnel ads, and then a set of ads compelling them to engage with you.

Where are you advertising? And are you ensuring that each channel is offering you multiple touch points for your audience, as one random ad in a magazine, now matter how aligned with your audiences it is, is unlikely to optimise your sales.

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# Advertising

Previous examples or new ideas	Budget assigned	For which target audience?	What stage of marketing is this?	What worked and what didn't?	What would make this better next time?

Press and PR is an essential part of any business strategy. It helps to create visibility and credibility, build relationships, and drive sales.

Through press releases, interviews, speaking engagements, and other tactics, an effective PR strategy can help a business reach its goals.

With the right strategy, PR can be a powerful tool to help increase brand awareness, communicate with key audiences, and create opportunities for audience development.

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# Press and PR

Previous examples or new ideas	Budget assigned	For which target audience?	What stage of marketing is this?	What worked and what didn't?	What would make this better next time?

Distribution is the act of getting the physical assets that you have made – IE your posters an fliers, banners and anything else, actually out there into the world for people to pick up.

The difference between Direct Marketing and Distribution is that Direct marketing goes to a specific someone, where as distribution is more generic.

Leaflet racks are a key example. What other distribution tactics do you use? Who do you know that might help you distribute for you.

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# Distribution

Previous examples or new ideas	Budget assigned	For which target audience?	What stage of marketing is this?	What worked and what didn't?	What would make this better next time?

Partnering with other businesses can be one of the most cost-effective and efficient ways to expand your reach and develop your audiences.

With partnership marketing, you can tap into the audiences and networks of your partner, as well as combine resources create new ideas, or buy other marketing tactics in bulk.

Some of your partners may be fleeting, just for one project, and others may be longer term, but a successful Partnership strategy can help you reach those audiences that you really struggle to tap into yourself.

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### **Partnerships**

Previous examples or new ideas	Budget assigned	For which target audience?	What stage of marketing is this?	What worked and what didn't?	What would make this better next time?

A good promotion or incentive is a great way to increase your brand awareness as they often get shared.

Running competitions is an obvious one, and of course, you need not only engage with the winner – you could offer all those who entered and didn't win, a special something, to help boost those last minute sales.

Promotions come in different shapes and sizes, having a stall at a school Christmas fete may be good for Christmas events.

Promotions and incentives are great for increased brand awareness, gathering data, and showing the friendly side of your organisation.

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### **Promotions and incentives**

Previous examples or new ideas	Budget assigned	For which target audience?	What stage of marketing is this?	What worked and what didn't?	What would make this better next time?

# Step by step guide

- 1 Now you have a whole list of your different promotion tactics, group them according to how they fall against the marketing funnel.
- 2 Remember that the top of the funnel needs more activity, because you are trying to snag the attention of many people, and this is the most competitive part of marketing.
- 3 If there is a stage in the funnel which is short of tactics, dedicate time to expanding your ideas to fill in the gaps

## To go the extra mile

- 1 Group your tactics based on the marketing funnel as describe above, but also based on target audience. If you are trying to attract a specific audience type, and realise that there is a stage of the funnel that is missed out, there will be a gap in their journey of engagement with you.
- 2 Dedicate time to filling in the gaps

Use this chart to bring all of your ideas listed above, into an organised promotional planner

Once you have completed it for Target audience A, consider completing it for your other target audiences too.

Then.... Once you're done, you can start to assign dates to your activity and you're well on your way to building a promotion campaign

## **Promotion Planning**

	Target audience A								
-		Brand		romotion tactics		funnel)			
Print and assets	Online content	Direct Marketing	Social Media	Advertising	Press	Distribution	Partnerships	Promotion and Incentrives	
1.	1.	1.	1.	1.	1.	1.	1.	1.	
2. 3.	2. 3.	2. 3.	2. 3.	2. 3.	2. 3.	2. 3.	2. 3.	2. 3.	
4	4	4	4	4	4	4	4	4	
5.	5.	5.	5.	5.	5.	5.	5.	5.	
6.	6.	6.	6.	6. 6. (Level	6.	6.	6.	6.	
Print and	Online	Direct	Social	Advertising	Press	Distribution	Partnerships	Promotion	
assets	content	Marketing	Media	Auvertising	11633	Distribution	r ai theisnips	and	
1.	1.	1.	1.	1.	1.	1.	1.	1.	
2.	2.	2.	2.	2.	2.	2.	2.	2.	
3.	3.	3.	3.	3.	3.	3.	3.	3.	
4	4	4	4	4	4	4	4	4	
5.	5.	5.	5.	5.	5.	5.	5.	5.	
		D		on tactics (level	1				
Print and assets	Online content	Direct Marketing	Social Media	Advertising	Press	Distribution	Partnerships	Promotion and Incentrives	
1.	1.	1.	1.	1.	1.	1.	1.	1.	
2.	2.	2.	2.	2.	2.	2.	2.	2.	
3.	3.	3.	3.	3.	3.	3.	3.	3.	
4.	4.	4.	4.	4.	4.	4	4	4.	
Action pron	notion tactics	(level 4 of the t	funnel)			_			
Print and assets	Online content	Direct Marketing	Social Media	Advertising	Press	Distribution	Partnerships	Promotion and Incentrives	
1.	1.	1.	1.	1.	1.	1.	1.	1.	
2.	2.	2.	2.	2.	2.	2.	2.	2.	
3	3.	3.	3.	3.	3.	3.	3.	3.	

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