

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.
2. 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.

Guidance.....

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.

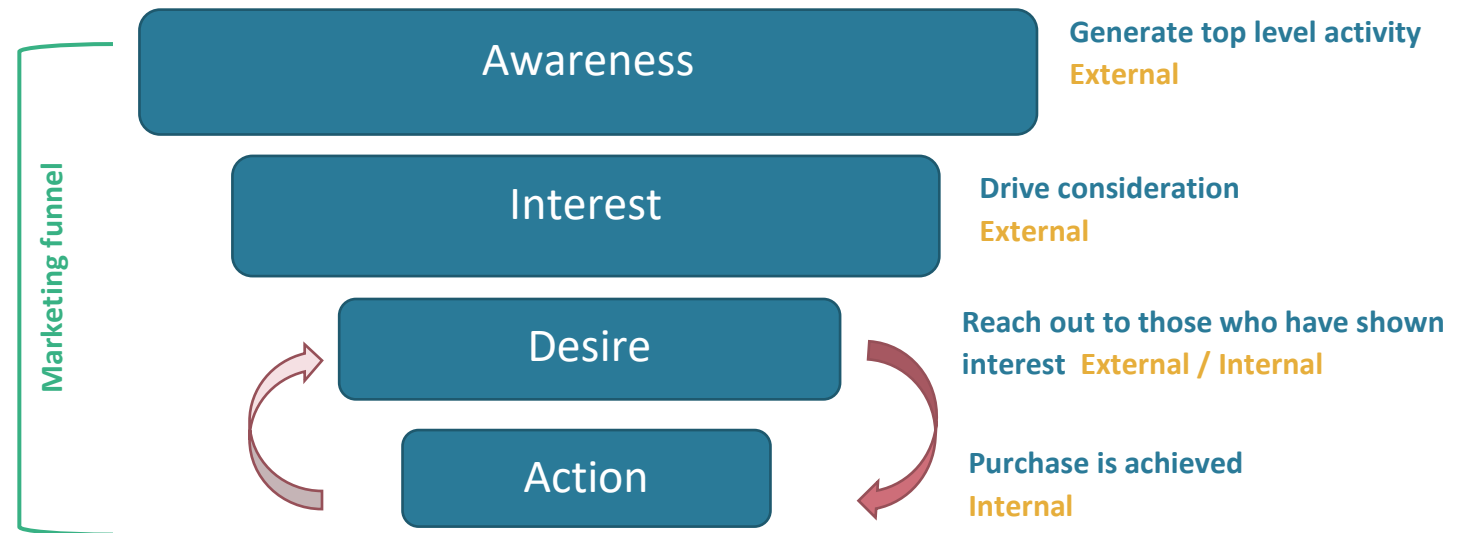
You then need to drive an interest in your products so they have a specific 'something' that hooks them in. This is the Interest level of the funnel. Your Interest tactics should be targeted to those who are already aware of your product, otherwise you run the risk of wasted messaging.

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



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

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