

A C B

Attracting Customers Bootcamp

Week 6
Promotions

Week 6

Promotions

Before we get started let's recap the outcomes from the ACB course:

- Understand what marketing is
- Understand how marketing can benefit you
- Understand your client completely
- Learn how to identify the best products or services to increase sales
- Identify the best way to promote your products
- Discover how you can give your customers the best experience
- Work out how you can stand out from your competitors
- Create a realistic and relevant marketing strategy

This week we will continue to look at the learning outcome:

- Identify the best way to promote your products.

Specifically we will consider:

- Online Promotional Methods
- Your Marketing Message
- Creating a Promotional Strategy

Online Marketing Activities

With the invention of the internet and constant advances in technology new promotional activities have developed. Consequently we now have a wider range of promotional activities to choose from.

Benefits of Online Promotional Activities

Online promotional activities have many advantages, as they can offer quick communication methods which can be updated very quickly. Other advantages of online promotional activities include:

- Global Reach- using the internet you can reach anyone in any part of the world
- Measurable- using the internet you can easily measure the success of a promotional campaign through monitoring click throughs and customer actions
- Direct Sale- Using e commerce you can make direct sales following promotional activity
- Convenient- Internet promotional activities provide a convenient method to reach customers in their own home at any time.
- Activities can be interactive- you can encourage customers to communicate and take part in surveys, competitions, questionnaires etc.

As you can see online promotional methods have many benefits which explains why they are so popular. Let us consider the different types of online promotional activities.

Online Promotional Methods

There are many of online promotional activities available and each activity has it's own process. This week we will identify the best activities for you, and I will include some resources for you to develop the strategy for each activity further. To discover which activities are best for you, you must consider:

- your target market
- your budget
- your competitors promotional activities
- your product or service- is it technical or of a high value, and therefore do you need to give customers a lot of information?

Display Advertising

Display adverts are adverts containing images or text on other peoples websites or social media platforms. When someone clicks on the advert they are redirected back to your website. This is a paid form of promotion.

Advantages and Disadvantages of Display Advertising

In display advertising you can use images, video, text or audio to get your message to your audience. Display advertising allows you to:

- Build brand awareness
- Increase sales as you can direct people to your website
- Target specific audiences based on age, location, gender etc.
- Easily measure your results.

However there is evidence which shows your customers are less likely to click on display ads, compared to search engine results or PPC ads. Your customers may also block ads on their computers or phones.

Is Display Advertising a good promotional activity for your business?

Search Engine Optimisation (SEO)

SEO aims to get you to the top of the results on search engines. Search engines display the most relevant websites first. You can make sure your website is relevant by optimising your website. To optimise your website you need to:

- link your website to other popular websites
- use keywords
- use meta descriptions
- create useful content that other sites will want to share and link to

Advantages and Disadvantages of SEO

SEO is an organic method of promotion- in other words you can do it yourself for free. SEO also brings people directly to your website, and if a customer finds you on their own, they are likely to be interested in your product. Other advantages of SEO include

- Most people will click on an organic search result rather than paid advertising- some studies show that 71.33% of searches result in a click on an organic result on the first page
- SEO and PR can be linked together and assist each other, as links to your websites will help in SEO
- SEO is used by many marketers as it brings good results

However some disadvantages to SEO include:

- Competitors are likely to start competing as you rise higher in the search engines
- If you are in an industry with large competitors they will have more resources compared to you to optimise their websites, this is why you must be specific with keywords and your SEO plan
- You could end up with more enquiries than you can handle, although there are worse problems to have, this can cause issues with your overall business.

Is SEO a suitable promotional activity for your business?

Social Media

We all know the huge impact social media has, and it can be a great tool to promote your business, products and services.

There are two types of social media promotions- organic (where you do not pay anything) or paid (where you pay).

Advantages and Disadvantages of Social Media

Social media allows you to reach large audiences. Through social media you can also:

- Directly connect with your audience and get to know your customers better. You can also provide better customer service, learn about your customers and you can see how your audience perceives your business.
- Organic content is free
- Build your brand, which increases brand loyalty and sales
- Drive traffic directly to your website
- Evaluate your performance as all platforms when you create a business profile allow you to see what is working well, and what posts convert the most
- Create viral content which will spread to a large audience through sharing

On the other hand customers can leave you negative feedback which can be seen by everyone. Other disadvantages include:

- If you don't use social media carefully mistakes can go viral which will damage your business
- Social media marketing takes time as you need to create a campaign. To use social media successfully you need to balance posting content, monitoring that content, responding to people, and measuring your content's impact.
- You don't see immediate results- campaigns take a long time.
- Social media is noisy and it is easy to get lost on platforms. Some methods to make sure you don't get lost include: posting regularly and sharing content other than just sales posts.

Remember social media is social and you need to share and create content which interests and involves your audience.

If you opt for Social Media Promotions there are many platforms to choose from. You can identify the best platform for you based on where your ideal customer is and where your competitors are.

Let us briefly look at the demographics and content guides the top UK platforms to help you find the best platform for you to reach your ideal clients.

Facebook

Demographics

- The dominant platform in the UK- 78% of all UK internet users are on facebook.
- 52% of users are female, 48% are male
- Facebook is used mostly by 25-34 year olds, followed closely by people aged between 35-44, 18-24 and 45 -54. Fewer 13-17 year olds and over 65's are on facebook

Content

- Videos and images get double the engagement of posts that contain just words on average
- It is best to create short and succinct posts
- Post twice a day, or at least consistently to get the best results

Youtube

Demographics

- The UK's second most popular social media platform.
- 50% of users are male and 50% of users are female
- Most popular with people aged 18-44

Content

- Youtube is a video platform so video is the best media
- Perfect for longer content
- The average viewing session is 40 minutes or more
- Include relevant descriptions on videos

Instagram

Demographics

- Instagram has 24 million users and is the third most popular platform in the UK
- Used mainly by people aged 18-34
- 56% of users are female, 44% of users are male

Content

- Videos have 38% more engagement and 2.1% more comments than images
- Post 1.5 times a day for the best reach
- Use relevant hashtags on your posts, instagram recommends using between 3 and 5

Pinterest

Demographics

- There are 250 million worldwide users
- Used mostly by people aged 25-34, followed by people aged 18-24 and people aged 35-44.
- 70% of users are female, and 30% of users are male

Content

- Post 5 times a day at different time
- Make sure you only use relevant images and text
- Include a description for each pin
- Don't use hashtags or coupons

Twitter

Demographics

- 13.6 million UK users
- Mostly used by people aged 18-54
- 40% of users are female, and 60% of users are male

Content

- Perfect for time sensitive news
- Tweets with images get double the engagement
- Post between 3 and 5 times a day
- Use a maximum of two hashtags

Linkedin

Demographics

- 27 million UK users
- Used most by people aged 25-44
- 40% of users are female, and 60% are male

Content

- A professional network ideal for showcasing your skills
- Post once a day during the week
- Make sure that you always include a headline
- Share with your audience slides, ted talks and articles.

Which Social Media Platform/s would be most suitable for your business and your ideal clients?

Online PR

Online PR is used when you aim to increase your online presence. You send press releases or network with journalists and bloggers to get backlinks to your website and social media mentions to increase awareness.

Advantages and Disadvantages of Online PR

As a result of online PR you can increase awareness of your brand, and your products or services which can help attract customers. Other benefits of online PR include:

- Bringing more people to your website- as your brand is mentioned online more and more, more people will visit your business.
- Improving SEO- When your content is published on good and popular sites your SEO ranking will improve
- Building trust- you will become known as an authority in your niche and your customers will trust you.
- With online PR you are promoting your brand not your specific products or services

Online PR can be done by an external company, or you can do it yourself. If you work with an external company then it will cost more, however you will be able to use their knowledge and contacts, which will assist you.

The main drawbacks with Online PR is that it takes time and there are no definite results. Therefore if you are looking for quicker promotional methods Online PR may not be the best for you.

Is Online PR worthwhile for you?

Email Marketing

Email marketing is when you send an email to your current or prospective customers.

To send emails, you need someone to send them too- a list. One of the most popular ways to build an email list is to create a lead magnet- something that your prospective clients will get in return for giving you their email address. Lead magnets can include:

- Ebooks
- Cheat tips
- Webinars
- Case Studies
- Free Trials
- Samples
- Quizzes
- Coupons.

You can also ask your current customers if they wish to be added to your email list.

Advantages and Disadvantages of Email Marketing

Email marketing can help you build relationships with customers and increase sales. Benefits of email marketing include:

- Increasing awareness- there are 3 times more people with email addresses compared to users on facebook and twitter combined. Email marketing is great if your ideal clients do not use social media. People can also forward your emails to increase awareness further.

- Saving money as email marketing is one of the cheapest online promotional activities.
- Increasing sales- People have given you their email address as they are interested in what you do, and it is easier to sell to people who know you. You can also include links to products or services in your email which customers can buy direct.
- Flexible formats- you can send videos, text or images.
- Targeting- you can email small or large groups of people. You can also personalise the message.
- Easy to measure- you can see the results from email marketing easily and you can test emails to see what works best.
- Time saving- emails can be sent automatically,

A huge advantage of emails is that it is not controlled by any outside company. In other words unlike Facebook the owner will not change how many people you can reach or who sees your message. 90% of emails are delivered to the right inbox, whereas Facebook posts are only seen by less than 5% of your audience

There are some drawbacks to email marketing:

- Spam emails annoy people- you need to make sure your emails are targeted at people who want to see it.
- Some emails will not be delivered if they are poorly designed. You should not use '£', '££££', 'FREE', 'click here' in your subject line as this will be filtered out as spam.
- You must think of how emails will look on mobiles and other platforms
- Emails and files should be small
- You must make sure you have the right copy, design and list.

Would Email Marketing work for you? How can you build your list?

Viral Marketing

Viral marketing is the online version of word of mouth. It is when you create something and this is shared between friends and family. Viral messages are spread all the time for example a joke forwarded to friends.

Viral marketing can take any form- from images to emails. A simple example of viral marketing is to include a signature in your emails. Other examples of viral marketing include:

- Quizzes
- Videos
- Ebooks
- Reports
- Case Studies

To create a viral marketing campaign you must create or find something that your audience wants to share with other people. Alternatively you can offer an incentive for them to pass on the message. Some common features of successful viral marketing campaigns include

- evoking emotions- they stop people in their tracks and make them cry or laugh
- shocking or surprising your audience.

The advantages and disadvantages of Viral Marketing

Viral marketing is a low cost marketing form. Viral marketing can also:

- Give you credibility which will help attract customers
- Raise awareness of your brand
- Allow you to change messages quickly
- Increase sales

However there is no guarantee a campaign will go viral and if the message is wrong it can create a negative opinion of your business. Remember people quickly tell others what they do not like! Viral marketing can also make you appear as a spam marketer if you email daily and if message are not relevant. It is also hard to measure the results from viral marketing

Remember when you email customers you must have a privacy policy and you must tell people you will not sell or share their details.

Would Viral Marketing work for you?

Affiliate Marketing

This is when an e-commerce website has a network of affiliate websites who bring in sales. The affiliates aim to send people to the merchant's website. Price comparison websites are an example of affiliate marketers. The affiliates receive commission on sales or clicks. Results are tracked through affiliate trackers.

The advantages and disadvantages of Affiliate marketing

Through affiliate marketing you can reach a larger audience to sell your products, you do not have to search for your customers and there is not any huge investment required from the affiliate. However you have to pay affiliates, and you have no control over affiliates.

Would affiliate marketing work for you?

Influencer Marketing

Influencer marketing is when you focus on key people to drive your message to your audience. You may inspire, hire or pay influencers to spread the word about you and your business. There has been a huge increase in influencer marketing with the rise of social media marketing.

Influencer marketing is successful because people are getting overwhelmed with the noise of the online world. Consumers want to hear real things by real people and this is where influencers come in.

You do not have to use celebrities for influencer marketing, influencers can be people who love your products, employees, friends and family- anyone in fact. Or you can use celebrities or social media stars.

Whoever you choose to work with consider their:

Relevance- is their audience your target market

Reach- how many people could you reach

Resonance- how much engagement can they create with an audience who is relevant to you? Bigger is not always better- you want an engaged and dedicated group of followers.

The advantages and disadvantages of influencer marketing

Through influencer marketing you can reach the right people if you choose the right influencer. Influencer marketing can also:

- Build trust and credibility- trust takes time to build, and followers trust influencers therefore using influencers marketing can build trust in your brand.
- Reach more people- the influencer is likely to have a different audience compared to you.
- Cost less than other promotion methods- the average fee for a sponsored instagram post is £250.00
- Bring you quicker results- the influencer has a loyal audience who listens to what they say
- Save you time- the influencer will know the best type of content and you will not have to create it.

One of the main problems with influencer marketing is that it can be difficult to find the right influencers. If you choose the wrong influencer it can harm your brand. It is also hard to judge the results of influencer marketing at times.

Would influencer marketing work for your business? Are there any influencers that you can think of?

Pay Per Click (PPC)Marketing

In PPC you pay every time someone clicks on your advert and visits your website. You place a bid on what you are willing to pay for one click to your website. It is a useful promotional activity if your audience is looking for your specific product.

You know the top ads you see in a google search? This is PPC marketing.

It is a great method of promotion if the cost per click is low in your industry, however it can be extremely competitive.

The advantages and disadvantages of PPC marketing

In PPC marketing you only pay for actual clicks to you website, rather than paying for people to see the ad. With PPC marketing you can also:

- Faster results compared to SEO
- Control over your budget
- Target your ad on location, device and keywords to make sure you appear when the customer needs you.

However you do have to spend a lot of time on PPC, you have to set up the campaigns and optimise them continuously to see if they are working. In PPC marketing costs can quickly add up and clicks do not equal sales. You must make sure your website conveys the right information and is user friendly.

Is PPC suitable for promoting your business or is your market saturated with competitors who are likely to be able to outbid you?

We have now explored many different online and offline promotional methods. Some methods require a lot of preparation and I have included some useful resources at the end of the workbook to help you create promotional campaigns using different online methods

Marketing Message

Now you have identified the best promotional methods for your business based on your ideal client, you now need to consider the message that we are sending out to your customers- your marketing message.

A marketing message is what you want to tell your customers through promotional activities

It is more than likely you will have many different marketing messages, however the tools used to create them remain the same. You may have different messages based on:

- different ideal clients
- different products or services
- the brand as a whole
- different promotional methods

For now choose one marketing message you wish to craft as you go through the step by step guide.

Remember what you say will influence your prospective customers

Creating your marketing message

How do you create your marketing message? Type that question into a search engine and you will see thousands of articles. However I have developed a 4 step process for creating your perfect message- the WIPS method. Let us work through the process now.

1. W-Who are you?

To begin make a note of why you are in business. What is the reason you are here? Do you want to help people get healthier, be happy, share more time with loved ones? Or are you just in it for the money? Profit is not normally the only reason that you start a business- after all it is normally easier to make money working for someone else.

Write down why you are in business? What motivated you to start this awesome journey?

2. I- Who is your ideal client?

This is where you can put to use all of your work from week 2.- understanding our ideal client. In today's world everyone is faced with so much choice, and so much noise and you need to stand out. Creating a memorable marketing message based on your ideal client can differentiate you.

Briefly describe your ideal client here

Customers connect with businesses who provide benefits and interesting, valuable and relevant content.

3. P - Pain Points

This is where we start to get specific. In your marketing message you need to tell your customers how you can benefit them. You can do this by understanding their pain points or problems- the things that they are unhappy with in their life:

Pain points or problems fall into one of 4 categories:

1. *Financial*- your ideal client is spending too much on something or wasting money by doing something
2. *Productivity*- your ideal client feels short of time, or feels that they are wasting time they do have
3. *Process*- your ideal client may wish to improve the way they do things- such as how they shop or how they attract customers.
4. *Personal*- your ideal client feels as though they have personal issues such as weight, nutrition, health, family issues or issues from their past

Let us look at some examples of pain points from each of the four categories:

Financial Pain Points

- Our bills are out of control
- Our overheads are too high
- We are not making enough revenue or profit
- We do not have the money to do what we want
- I am paying too much for

Productivity Pain Points

- We have too much to do
- I am working too late
- I feel like I just work
- is taking too much time

Process Pain Points

- Our website is rubbish
- I cannot get organised
- ... keeps breaking down
- I am not getting any customers
- My competitors do better
- I cannot convert customers

Personal Pain Points

- I am unhealthy
- I feel overwhelmed with ...
- I do not know what to do next
- I hate my job
- I have no confidence in ...
- I do not see my family

What are your ideal clients pain points?

Now this is where the magic happens- if we can go one step further to understand the impact of our customers pain points we can spark the interest of our customers and stand out from our competition.

Each pain point or problem that your customer faces will have a bigger impact on their lives and we need to identify what these are for us to attract our ideal customers.

Looking at the examples above I want to explore each pain point deeper to show you how you can understand the impact of each pain point in your ideal client's life.

- Our bills are out of control- I feel worried, and frustrated that I cannot do what I want which is travel more
- Our overheads are too high- We are not making any profit and I cannot buy my perfect house
- We are not making enough revenue or profit- my business may fail and my hard work will not pay off. I may have to go back to the 9 to 5
- We do not have the money to do what we want- I have all these dreams that are out of reach and it is frustrating
- I am paying too much for -I am wasting my hard earned cash and it is stopping me from.....
- We have to much to do- I do not get to enjoy life
- I am working too late - I am missing out on time with my young children or friends
- I feel like I just work- I want my life to be more than this
- is taking too much time - I want to be enjoying instead
- Our website is rubbish- we are loosing customers and this is impacting on profits
- I cannot get organised- I am wasting time doing ... and I want to do
- ... keeps breaking down- I am wasting time and feeling frustrated
- I am not getting any customers- I do not want to give up on my dream and work 9 to 5 again
- My competitors do better- I am loosing customers as a result and do not feel good enough
- I cannot convert customers- I am at my wits end
- I am unhealthy- I feel unloved and have no confidence
- I feel overwhelmed with ...- It is making me feel xxx
- I do not know what to do next- I feel lost, confused and overwhelmed
- I hate my job- I do not know what to do or how to overcome it
- I have no confidence in ...- I feel like I am wasting my life
- I do not see my family- I am missing out on precious moments

Take each pain point and delve deeply- what impact is it having on your ideal clients life

4. S- Solution

We understand what our customers pain points are, we now need to identify which of the pain points our product or service can solve. In other words, highlighting the life changing impact our products or services will make to them. Let us take three examples:

Company: Events consultant

Ideal Client Pain Points:

- We don't sell out of tickets- we feel frustrated and worried about the future.
- We waste time manually tracking how many attendees we have- this stops us hosting more events
- We waste money holding our events- this impacts our profits
- We waste time flitting between tasks- we do not really understand what we are doing and feel overwhelmed.

Marketing Message

- Get your events fully booked using our tried and tested promotional methods
- Save time by implementing our RSVP tool and spend your time on more worthwhile tasks
- Save money by streamlining systems and using simple processes to make sure everything goes well
- We are experts and can save you wasting time on the unnecessary

Company: Beauty Products Retailer

Ideal Client Pain Points

- I don't have time for a long makeup routine- I want to spend time enjoying life instead.
- I cannot afford expensive brands in case they do not work
- I feel unhappy with how I look and it is stopping me going out
- I do not have time to browse shops- I feel rushed and worry I choose the wrong thing

Marketing Message

- Discover your perfect beauty routine at home with a free consultation
- We create bespoke personalised beauty routines and pop in free samples from time to time
- We can help you create the perfect look to make you feel like a celebrity

Company: Parenting Course Provider

Ideal Client Pain Points

- I feel overwhelmed with parenting- there is too much conflicting advice
- I keep arguing with my partner over how to stop our child throwing, it is causing arguments and making family life hard
- I worry I should be doing things differently- I am not enjoying the time I have with my child

Marketing Message

- Simple steps tailored to you to create a family which thrives
- We use our techniques to stop any conflict and to make sure everyone is happy
- We use easy to learn simple solutions, so you do not spend time thinking, just enjoying every moment.

Identify the solutions your company, products or services provides to your Ideal Client, based on their pain points.

Now that you have identified the solutions you provide, you need to write your marketing message. When crafting your message you need to consider:

- your competitors
- language
- your headline

Competitors

In theory your competitors will share some of the benefits you bring to your customers. You want to stand out from your competitors and not just repeat their message. If you do bring the same benefits as your competitor, identify what is different about you. What can you bring that your competition cannot? Could you offer solutions quicker? Do you have more experience?

List 3 of your competitors marketing messages here. You can find this on their website, social media about me sections.

Language

Does your ideal client care about grammar, swearing? Do they use specific phrases or words? Do they use informal or formal language? You must write your marketing message in language which your ideal client is familiar with.

Look at the language used by your customers online, and identify any specific phrases or styles? What do they hate?

Create your headline

Your headline is the first thing that your clients will see- it is the first impression of you. You need to make it exceptional. Your headline should tell your clients the benefits of using your business or products or services quickly without any further explanations.

Good headlines focus on the customers point of view. Good headlines:

- Are simple
- Are original
- Use familiar language
- Use imagery to evoke emotions

Let us consider some good and bad headlines now:

Event Consultant

BAD

In today's world it is hard to get people to attend events, and this alongside running a business can be frustrating. Our business will save you time and money whilst selling out tickets.

GOOD

We get your events fully booked without any of the hassle

Beauty retailer

BAD

With our beauty products you can feel amazing, save time and stop buying things you do not use

GOOD

Use our simple beauty regime to be selfie ready anytime

Parenting Course Provider

BAD

We solve all your parenting queries through our one to one parenting course to bring you a happy home

GOOD

We teach you to thrive as a family, not just survive

Can you see the difference between the headlines, and how simple the good headlines are?

When crafting your headline you can:

- Use extreme marketing- state the opportunities or negatives for example 'How to Run Your Company into the Ground in One Week'
- Use the who, what, why technique- who do you help? What do you help them with? Why do you help them?

Once you have created your headline, you can then go on and develop further copy. In your copy continue to focus on the benefits you bring to your ideal client, and make sure it is to the point.

Craft your headlines for:

- **your company and brand to go on your social media and website**
- **3 of your products or services.**

Share them in the facebook group for feedback.

Promotional Strategy

Now that you have worked out your message you need to start promoting it, and the best way to begin is to create a promotional strategy.

I have some great news, you already have most of the tools you need to create your plan, you just need to write it down.

You may create a new promotional strategy every 3 months or every time you wish to increase sales, or introduce a new product or service.

A promotional strategy is split into 5 sections:

1. Objectives
2. Promotional Activities
3. Creative Decisions
4. Actions
5. Budget
6. Evaluation

Let's work through your promotional strategy step by step. There is an additional worksheet at the end of this workbook to bring your promotional strategy together.

Remember a promotional strategy is a work in progress, it is no use tucked in a cupboard. Write it, use it, edit it.

1. Objectives

Decide what you want to achieve in this promotion. What change do you want to bring to your business? Make sure all the objectives are SMART (specific, measurable, achievable, relevant, time orientated)

Examples of promotional objectives include:

- Building awareness
 - I want to get x number of followers on facebook by 10th January
 - I want to get x number of website enquiries by 10th March
 - I want to increase my email list by x 1st December
- Creating interest
 - We want to increase website visits by x before 1st February
 - I want 5 blogs written and published on websites by end of January
- Stimulating sales
 - I want to get 30 sales by the end this quarter

It is best to have between 1 and 3 objectives per campaign, otherwise you will have too much work for yourself.

Write down three objectives you want from this campaign

2. Promotional Activities

This is where you choose which promotional activities you will do based on the work we have already completed. When choosing the activities consider

- how much time you have
- the budget you have
- where your customers are

Using the work from last week and this week identify the best promotional activities to reach your goals. Use a maximum of 3 activities for each objective. It is likely your strategies will overlap between objectives

3. Creative Decisions

For this stage you can get creative. You already have your business and product headlines, so choose a headline that best represents your objective and work out how you will convey it through each promotional activity.

You can convey your message through videos, text, stories, images- anything you choose. Just ensure that it reflects your brand image and include a call to action- something for the customers to do. This will make you more memorable and ensure you can measure results.

For each promotional activity use the space below to identify the headline and what else you need to promote the message. Find any images, or jot down any scripts for videos.

4. Actions

A plan is no good without taking action. The next stage is to work out what you need to do to achieve your objectives, and determine the deadline for each action.

Lets take an example

Objective: Increase sales by 10 % by 1st March 2020

Promotional Method: Organic Facebook and Flyers

Marketing Message: Use our simple beauty regime to be selfie ready everyday.

Organic Facebook Promotion

1. Create a visual image - Week 1
2. Write a storytelling post with the message- Week 2
3. Plan video- Week 2
4. Create and share video on my page and other pages- Week 3
- 5, Plan a months content related to the top 5 beauty products- Week 1

Flyers

1. Design flyers- Week 1
2. Print flyers- Week 2
3. Deliver flyers- Week 2/3

List everything you need to do to promote your message, and the deadline for the action

5. Budget

You need to set a budget to ensure that you do not overspend. You can work out your budget based on:

- Projected return on investment
- Percentage of sales
- Number of customers

Whatever your budget make sure you do not loose money.

What is your budget for the campaign?

6. Execute and Evaluate the Campaign

Finally you need to execute the campaign and evaluate the results, based on the objectives you set.

Once you have completed your campaign you may wish to use any of the following measurements

- response rate
- total sales
- number of contacts who have purchased
- sales rate
- number of enquiries
- cost per contact
- cost per enquiry or sale
- conversion rate
- average order value
- renewal rate
- repeat purchase rate

Which measurements will you use to evaluate the campaign?

Promotional Strategy Template

Campaign Name.....

Date

Objectives

1.....

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2.....

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3.....

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Promotional Activities

Objective 1.....

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Objective 2.....

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Objective 3.....

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Overall Campaign Budget:

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Campaign Evaluation

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Resources

Please find some further resources on developing digital marketing campaigns further below.

Building a email marketing campaign

<https://optinmonster.com/how-to-run-a-successful-email-marketing-campaign/>

Online PR

<https://www.smartinsights.com/online-pr/>

Social Media

<https://buffer.com/social-media-marketing>

SEO

<https://moz.com/beginners-guide-to-seo>

Display Ads

<https://www.acquisio.com/blog/agency/what-are-display-ads-5-steps-to-effective-visual-advertising/>

Viral Marketing

<https://backlinko.com/viral-marketing>

Influencer Marketing

<https://sproutsocial.com/insights/influencer-marketing/>

Affiliate Marketing

<https://www.forbes.com/sites/robertadams/2017/05/25/the-definitive-guide-to-affiliate-marketing/>

PPC Marketing

<https://www.acquisio.com/blog/agency/how-to-launch-a-ppc-campaign-in-a-day-or-less/>

Please note I have no links to these websites, they are just sites that have helped me in the past. I take no responsibility for anything the sites and links

Summary

Congratulations you now have a promotional plan you can start putting into action! I cannot wait for you to get started.

You also have a message designed to attract your ideal clients that you can use everywhere, and in everything you do.

Next week we will begin to look at how you can stand out from competitors further and start to offer an amazing customer experience.

I would love to hear how you are getting on with your promotional campaign so please share on the facebook group, I am always on hand as well for any questions that you may have.

Notes