

My Annual Promotional Calendar

Let's design your 12-month promotional calendar.

The first thing to consider is the purpose of each of the items on your promotional calendar.

THREE TYPES OF PROMOTIONAL ACTIVITIES

When creating your promotional calendar, it helps to know what the purpose of each activity is. We like to think of our marketing and promotions having one or more of these purposes.

1. **ATTRACTING the attention of new prospects**

Here we are building awareness of you and your business and your products and services.

There are many ways that you can get the attention of prospects. And, you want to always have some way to get people to know you, some way to keep building your audience.

Lead magnets, free events, webinars and free content like podcasts, Facebook Lives, blog posts and other content marketing, fit into this category of activities that ATTRACT new prospects.

2. **CONVERTING the attention of your prospects**

This type of promotion capitalises on the attention that you have already created and invites people to take action.

This is where you are making offers (free and paid) and inviting people into your world.

Here you are asking for the lead (the name/email address/opt-in) or the sale (actually putting your offer out to the market).

To convert a prospect to a buyer, craft specific offers (using your "How to Craft an Offer" framework) and have a specific WHAT which uses the 7 Elements of an Offer.

3. **KEEPING the attention of your clients and prospects**

Now that someone is in your world, how will you keep their attention?

Perhaps they have already purchased from you, and you now want them to make an additional purchase, probably of a higher-priced item.

Or, they have taken some action, e.g. taken a free trial, or had that 'free discovery session', but they have not yet transacted with you. So, you want a way to keep them warm and interested.

The main purpose of this type of promotion is to keep your name and your offers, top of mind for them.

ACTION STEPS

What **attention-getting** (attracting) activities do you have planned throughout the year?

What **converting attention** activities do you have planned throughout the year?

What **keeping attention** activities do you have planned throughout the year?

Your 12-Month Promotional Calendar

Now it's time to map out your promotional calendar in brief.

What promotions will you run over the next 12 months.

Using the diagram below, write the name of your promotions in the month in which that promotion will be delivered. This is the date the promotion will actually go to market.

Remember, you want to consider your lead-up time and timelines to ensure that each promotion (a BIG ROCK or PROJECT) gets the necessary time it needs to be successful.

How many promotions you put on the calendar will depend on the resources (time, money, staff) you have available to you.

For example, we tend to have three major CONVERSION promotions a year (for HerBusiness Network, IDEAL and REACH) and two minor promotions (for Marketing Success Mastermind and Mentoring).

We have 2-3 ATTENTION GETTING promotions per year. For example, a Quiz, Summit, Free Download.

My Promotions

January	February	March	April
May	June	July	August
September	October	November	December

TIP: Keep it simple. Which promotions are likely to give you the biggest results?

Try not to overfill your calendar and leave yourself lots of lead up to each promotion to give you the greatest chance of success (and the least stress).

Now it's time to take each one of these BIG ROCKS and PROJECTS and break them down into their action steps.

Use your IDEAL Project Plan Template to break down every promotion into a project with milestones and specific actions and dates.

This is how we make our projects REAL. How we take an idea and bring it into the world.

I cannot wait to see what you come up with.

Here's to doing what you love,

Suzi

Resources:

HerBusiness Success Plan (PDF)