

Quarterly Marketing Promotion Plan

Promotion Purpose

What is the main purpose of this promotion?

- Attract
- Convert
- Keep

Which Strategic Objective does this promotion serve?

e.g. to grow the database by 10%, to get \$5,000 in new sales, to launch a new revenue stream.

Promotion Outcomes

What are the specific goals/outcomes for this promotion?

e.g. number of units, dollars, number of new people on the database

What are the considerations that contribute to the success of this promotion?

e.g. time, knowledge, resources, mindset

Promotion Description

Describe the promotion.

Who is it for (the ideal client)?

What pain/problem does it solve?

What is it?

The more specific your what, the easier it will be to package and promote it.
e.g. name/description. For example, Write Your Resume Course, REACH Retreat, Love My Wardrobe Styling Session

How will it be delivered?

e.g. online, offline, letterbox drop, e-commerce promotion
