

Quarterly Marketing Promotion Plan

Promotion Purpose	
What is the main purpose of this promotion?	n 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	
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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



What type of promotion is this?
☐ Seasonal
□ Evergreen
☐ Sales Offer
☐ Attraction
□ Other
What marketing channels will you use for this promotion?
Owned - Email, website, social platforms (my own), speaking events, podcast
Earned - strategic alliances, publicity, guest blogger etc.
• Paid - paid ads on Facebook/Instagram/LinkedIn, paid emails, sponsorship, trade event
Your Action Plan
Now it's time to get into the finer details, mapping out the individual tasks associated with the milestones in this project and the specific actions, accountabilities and timelines.
Good luck!