

# SMALL BUSINESS PROMOTIONS PLANNING

For effective promotional planning, organising and control, follow the simple processes below for optimal returns on marketing investment.

- Identify relevant and original promotional opportunities** : For a three month forward-planning view, keep an eye on your local market promotion calendar for relevant and original up-and-coming marketing opportunities.
- Set considered, attainable, and different goals for each promotion** : Driving sales is not the one-and-only reason you are in business. Consumers get tired and bored when they see that businesses are only after their wallets. Sales is only one promotional objective. There are many opportunities aside from selling that build relations and brand love within your target audience: supporting a charity; building friendships and closed user groups; and providing new product information and education are to name a few... Remember - consumers choose brands the same way they choose friends! And there is more than one way to skin a cat...
- Style and plan your promotions to suit your goals** : In marketing, one size doesn't necessarily fit all. Choose your promotions carefully. Consumers can see a sales strategy from a mile away, so it is important not to run a promotion just for the sake of running a promotion. Relevance counts!
- Dates; events; seasons; high days and holidays are low hanging promotional fruits** : Make sure to design an interesting, relevant, and original promotion around opportunities that fit your brand like-a-glove; won't work for any other brand and will differentiate you from the masses. The key component for generic date opportunities? With consumer relevance in mind, keep your promotions simple, sincere and conjure up a smile!
- Be selective and think carefully before committing your brand to a specific promotion** : If a promotion isn't: focused - objective driven; relevant - consumer driven; effective - results driven; strategic - brand driven; and hot, abandon the idea. Because then the promotion isn't FRESH!

Obvious promotional opportunities include:

**Date:** Black Friday; Cyber Monday; Boxing Day; Easter Friday; New Year's

**Holidays:** Festive Season; Back-to-School

**Seasons:** Summer; Winter; Autumn; Spring

**Product:** New Launch; End-of-Season Sale; Clearance and Opening Sales

**Beware!** With the exception of the Product opportunities, all of the above are the usual suspects when it comes to promotions. Unless they are uniquely relevant to your brand, ignore them and develop ideas that you can own outright!

#### Other types of promotions:

- Product Discounts
- Product Bundled Packages
- Buy one. Get one free.
- Buy one, get a discount on selected products
- Newsletter Sign-Up Promotion
- Free Shipping

**Tip:** be selective - handle with care.

The moral of the story? Promotions need to add value to consumers' lives.

**Not enough time to do all that the checklist asks? We can assist. We're only a phone call away.**