

# Promotion Worksheet:

## WHY (are you running a promotion)

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> BRAND AWARENESS | <input type="checkbox"/> PRODUCT AWARENESS  | <input type="checkbox"/> PLACE AWARENESS    |
| <input type="checkbox"/> PRICE AWARENESS | <input type="checkbox"/> CUSTOMER RETENTION | <input type="checkbox"/> NEW CUSTOMERS      |
| <input type="checkbox"/> DIRECT SALES    | <input type="checkbox"/> PUBLIC RELATIONS   | <input type="checkbox"/> GOODWILL (CHARITY) |

Goal: .....

## WHAT (are you promoting)

- |                                   |                                  |                                  |
|-----------------------------------|----------------------------------|----------------------------------|
| <input type="checkbox"/> PRODUCT  | <input type="checkbox"/> SERVICE | <input type="checkbox"/> USP     |
| <input type="checkbox"/> PLACE    | <input type="checkbox"/> PRICE   | <input type="checkbox"/> BENEFIT |
| <input type="checkbox"/> IDEOLOGY | <input type="checkbox"/> BRAND   | <input type="checkbox"/> EVENT   |

WHAT: .....

## WHO (are you targeting)

.....

## WHEN (are you running promotion)

- TIMED .....  EVENT .....  ACTION .....

## WHERE (are you promoting)

- |   |   |  |  |                                   |  |
|---|---|--|--|-----------------------------------|--|
| <input type="checkbox"/> WEBSITE        | <input type="checkbox"/> OTHER WEBSITES | <input type="checkbox"/> FACEBOOK      | <input type="checkbox"/> INSTAGRAM     | <input type="checkbox"/> TWITTER  | <input type="checkbox"/> GOOGLE        |
| <input type="checkbox"/> EMAIL CAMPAIGN | <input type="checkbox"/> DIRECT MAIL    | <input type="checkbox"/> NEWSPAPER     | <input type="checkbox"/> MAGAZINE      | <input type="checkbox"/> HANDOUTS | <input type="checkbox"/> POINT OF SALE |
| <input type="checkbox"/> SIGNAGE        | <input type="checkbox"/> PLACE          | <input type="checkbox"/> COMPANY ITEMS | <input type="checkbox"/> WORD OF MOUTH | <input type="checkbox"/> EVENT    | <input type="checkbox"/> IN BUSINESS   |

WHERE: .....

## Headline:

A headline can be funny, clever, inspirational, seductive, and so on. Make sure it is related to your product and business message.

## What:

Detail what you are promoting or selling.

## Where:

Where can a customer buy, visit or receive your promotion.

## When:

When can a customer redeem this promotion.

## Why:

Why should a customer act, what benefits, savings etc.

## Call to Action:

What should customer do next and what action should they take.

## Image:

What image or graphic should go with this promotion.