

Objective 5.05

Manage Promotional Activities to
Maximize Return on Promotional
Investments

Steps in promotional planning

- Analyze the market – to conduct market research
- Identify the target market – information obtained from the market analysis enables the marketer to determine the target market
- Develop promotional objectives – identify the purpose or expected result of promotion

Steps in promotional planning

- Develop a promotional budget - important to determine the budget after the objectives are set-i requires careful planning and managerial commitment to be effective
- Select promotional mix – must determine the most appropriate promotional strategies to reach the target market, achieve organizational objectives, and remain within the budgetary guidelines

Steps in promotional planning

- Develop a promotional budget - important to determine the budget after the objectives are set-i requires careful planning and managerial commitment to be effective
- Select promotional mix – must determine the most appropriate promotional strategies to reach the target market, achieve organizational objectives, and remain within the budgetary guidelines
- Evaluate results – carefully evaluate strategies to determine if they should be continued, altered, or changed completely

Components to include in a promotional plan

For each activity in a promotional plan you should include the following information:

- brief description
- specific media placement
- submit dates
- scheduled date of run or release
- number of runs, copies, or items
- costs
- rationale and other pertinent notes

Guidelines for developing a promotional plan

A promotion plan outlines the promotional tools or tactics you plan to use to accomplish your marketing objectives. When deciding upon the best promotional strategy for reaching your target market, you should:

- Do research
- Keep your customer in mind
- Be creative

Guidelines for developing a promotional plan

Doing research includes activities such as studying your target market

finding out what other businesses in your industry are doing.

A relatively quick way to learn how your competitors communicate their marketing messages is to look in trade journals.

This will give you an idea of which features they believe are important and are emphasizing

Guidelines for developing a promotional plan

Keeping your customer in mind will help prevent wasting your money time on ineffective promotional activities.

For example, it obviously won't help to advertise in the newspaper if your target audience doesn't read it.

How to develop a promotional plan

New business owners should have two promotional plans:

- preopening plan-to lay the groundwork for your opening
- ongoing plan-to support your operation after you open

How to develop a promotional plan

Preopening Plan promotes your business before you open and includes the following objectives:

- establish a positive image
- let potential customers know you are opening for business
- bring in customers or have them contact your business
- interest customers in your new company and your products

How to develop a promotional plan

Ongoing Plan maintains the positive image and help presell your goods or services and include the following objectives:

- explaining major features and benefits of your products
- communicating information about sales
- clearing up customers' questions and concerns
- introducing new goods or services

How to develop a promotional plan

Promotional plans can be:

- seasonal
- quarterly
- monthly
- weekly

Once the planning cycle is established the promotional plan needs to be updated regularly

Now develop a promotional plan for your advertisement:

Using the above slides, create a promotional plan for your ad:

Create an advertisement – you have been hired BBDO (ad firm in New York)

Using your phone to video

Poster advertisement (that might appear in a magazine or newspaper)(8 ½ by 11 paper)

You would need to include which magazine or newspaper

Billboard ad (using poster board)

RESOURCES

Allen, K.R. & Meyer, E.C. (2006). *Entrepreneurship and small business management* (pp. 254-256). Woodland Hills, CA: Glencoe/McGraw-Hill.

Burrow, J.L. (2006). *Marketing* (2nd ed.) [pp. 418-421]. Mason, OH: Thomson/South-Western.

<http://www.smallbusinessnotes.com/marketing-your-business/promotion-plan.html>