
What You Need To Ask To Assure Success in Promotions

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By Kathleen Gage

Marketing a business can be a huge challenge. However, if you have systems in place, you are consistent in implementing your systems, you have great follow up and really care about your customers, your business will not only survive – it will thrive. Before you begin a marketing campaign for your business start by taking time to develop a good plan.

An important aspect of your marketing plan should be promotions. With promotions, it may not be a one size fits all for your business.

Ask yourself the following questions:

- What is the purpose of the campaign?
- How much time do you need to properly roll it out?
- What is your budget?
- Who is your target market?
- How will you promote it?
- What type of incentives do you need to offer – coupons, giveaways, drawings?
- Will you do all the promotions yourself or will you need to hire someone to help?
- What is your system for collecting names and contact information?
- Will you need special insurance for the event?

- Are you complying with all state and federal laws? For example, in Utah we have very strict laws about anything that remotely resembles gambling such as a raffle.
- Will you be including other companies in your campaign?

Some steps you should always consider in any campaign.

- How do we collect names and contact information for inclusion in our database?
- Are we inputting the information in a timely fashion? (within 48 hours)
- Do we have a follow up plan in place?
- Are we maintaining a well-groomed database?

With some good preplanning, you can develop a system that will lower your costs and increase your revenues.

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