



**A Place for Creative Small
Business Owners to Create
An Awesome Business + Life**



Promotion + Program Planner

“Less is always more, except when it comes to coffee.”

- Objective of promotion (or program)
- Results desired from promotion (or program)
- Name of promotion (or program)
- Timeline of promotion (or program)
- Products or services of promotion (or program)
- Graphics needed for promotion (or program)
- Budget of promotion (or program)
- Sales expectations of promotion (or program)
- Resources needed for promotion (or program)
- Marketing of promotion (or program)
 - (online + off)
- Measuring tools needed for promotion (or program)
- Materials needed to promote promotion (or program)
- Communications with team on promotion (or program)
- Launch promotion (or program)
- Promote promotion (or program)
- End promotion (or program)
- Measure results of promotion (or program)



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Example

- Introduce a new product
- Educate clients on new product and sell 50 units
- Protect Your Assets
- April 1-30
- Color extending products
- Product shots, hair shots showing awesome color, Facebook and Instagram posts
- \$100
- \$1000
- Product samples from Distributor, order to be delivered no later than March 20th team meeting
- Weekly posting on Instagram with contest to win new product, in salon signage, email newsletter, introductory price
- Sales of product, engagement on social + digital platforms
- In salon signage
- Team meeting March 20th
- April 1
- Launch social + digital plan
- April 30th
- Introduced 40 clients to new product, sold \$1110, 20 social shares from contest, highly engaging content, team loves product, clients love product, in salon signage never happened, Instagram was more engaging than Facebook