

# Marketing II

## Promotional Plan

To ensure an effective promotional mix, a business must plan out their promotion. Through a promotional plan a business has a greater understanding of what will be involved. The plan outlines tools to be used, costs associated, tactics to accomplish goals, and more.

Every company's promotional plan will look slightly different based on a company's needs and situation. Although generally all promotional plans will cover:

- Detailed list of promotional activities to be used
- Anticipated costs associated with all promotional activities
- Promotional goals
- Detailed explanation of how promotional activities will meet promotional goals and marketing goals

In a promotional plan the list of promotional activities is the key section within the plan. The promotional activities that are listed should have more than just what types of promotional activities will be used. Additionally within the plan should be details of what the promotional activities will look like. If a business is going to run television advertisements, what will the advertisement look like, is it going to be local, regional, or national advertisements, who will produce the advertisements, what will the ads goal be, when will it run, how long will it run, and any other details that are necessary. This requires additional understanding, research, and planning which will help develop a more useful promotional plan that better meets customer needs.

Another key topic to be included in the promotional plan is a costs section. A promotional campaign should have a budget associated with it. By identifying, researching, and planning the costs, it becomes easier to stay within the budget.

All of the details and plans should be aligned to achieve promotional and marketing goals. The goals should be directly stated in a promotional plan. If a broad goal is to increase sales, a measurable goal should be included. A measurable goal could be increasing yearly sales by 8%, then the goals should be clearly identified with the plan. By having measurable goals it becomes easier to identify if the goal was achieved. With all of the goals there should also relate the promotional activities to the goals. For example if a promotional activity is direct marketing to send out flyers to 1,000 homes, then the plan should include the expected responses, and sales to come from the flyers & how this ties in to increasing yearly sales by 8%.

A promotional plan is similar to a marketing plan, but both documents are different. A promotional plan can be part of a marketing plan, but a marketing plan is a broader document that covers many more activities than promotion.

Sources:

<http://smallbusiness.chron.com/write-promotional-plan-25525.html>