

Name:

Date:

Class:

## Building Your Business Plan

### Activity 4-4: Promotional Strategies

#### Step 1: Promotional Mix

Read the following paragraph and complete the questions that follow.

In this activity, you will develop the promotional plan that you will use for your first year of business. Begin by selecting the promotional strategies you would like to use for each element of the promotional mix—advertising, sales promotion, public relations, and personal selling. Using various digital marketing strategies within each promotional mix element is encouraged. List the specific activities for each element in the corresponding tables that follow. For example, if you are using public relations, you may decide to create a press kit and a press release for an event related to the launch of your business. Alternatively, perhaps you will purchase advertisements on the social media network that is most commonly used by your target market. If you will have partners or employees, identify the person responsible for implementing each activity. Place each promotional mix element table in the appendices of your business plan.

1. Determine the promotional objectives for your business start-up. These promotional objectives should be in line with the company goals sent in BYBP Activity 2-1.

Answer:

2. Populate the following charts to develop your promotional mix. Be sure the promotional strategies selected will help accomplish the company goals set in BYBP Activity 2-1 as well as your promotional objectives.

### Advertising

Advertising Media (choose from those described in Chapter 10)	Specific plans necessary to executing the activity	Responsible Team Member
Answer:	Answer:	Answer:
Answer:	Answer:	Answer:

Advertising Media (choose from those described in Chapter 10)	Specific plans necessary to executing the activity	Responsible Team Member
Answer:	Answer:	Answer:
Answer:	Answer:	Answer:
Answer:	Answer:	Answer:
Answer:	Answer:	Answer:
Answer:	Answer:	Answer:
Answer:	Answer:	Answer:
Answer:	Answer:	Answer:
Answer:	Answer:	Answer:
Answer:	Answer:	Answer:

### Sales Promotion

Promotion Type (choose from those described in Chapter 10)	Specific plans necessary for executing the activity	Responsible Team Member
Answer:	Answer:	Answer:
Answer:	Answer:	Answer:
Answer:	Answer:	Answer:

<b>Promotion Type (choose from those described in Chapter 10)</b>	<b>Specific plans necessary for executing the activity</b>	<b>Responsible Team Member</b>
Answer:	Answer:	Answer:
Answer:	Answer:	Answer:
Answer:	Answer:	Answer:
Answer:	Answer:	Answer:
Answer:	Answer:	Answer:
Answer:	Answer:	Answer:
Answer:	Answer:	Answer:
Answer:	Answer:	Answer:

### Public Relations

<b>Public Relations Strategy (Choose from those described in Chapter 10)</b>	<b>Specific plans necessary for executing the activity</b>	<b>Responsible Team Member</b>
Answer:	Answer:	Answer:
Answer:	Answer:	Answer:
Answer:	Answer:	Answer:
Answer:	Answer:	Answer:

<b>Public Relations Strategy (Choose from those described in Chapter 10)</b>	<b>Specific plans necessary for executing the activity</b>	<b>Responsible Team Member</b>
Answer:	Answer:	Answer:
Answer:	Answer:	Answer:
Answer:	Answer:	Answer:
Answer:	Answer:	Answer:

### Personal Selling

<b>Sales Strategy (choose from those listed in Chapter 10)</b>	<b>Specific plans necessary for executing the activity</b>	<b>Responsible Team Member</b>
Answer:	Answer:	Answer:
Answer:	Answer:	Answer:
Answer:	Answer:	Answer:
Answer:	Answer:	Answer:
Answer:	Answer:	Answer:
Answer:	Answer:	Answer:
Answer:	Answer:	Answer:
Answer:	Answer:	Answer:

Sales Strategy (choose from those listed in Chapter 10)	Specific plans necessary for executing the activity	Responsible Team Member

- Use technology to create examples of your promotional strategies. Examples may include a digital advertisement, sales coupon or rebate form, press release, or sales contract. Include your promotional samples in the appendices of the business plan.

Answer:

### Step 2: Budget

*In this activity, you will create your promotional budget using spreadsheet software such as Google Sheets or Microsoft Excel.*

- State the amount of funds you will designate to spend on promotions. Keep in mind, many types of digital promotions can be implemented on a low budget

Answer:

- Create a spreadsheet and list each promotional element that you have chosen. Research the cost for each activity, and then record and balance your budget. If you cannot accomplish everything in the promotional plan for the assigned budget, determine which activities need to be cut or reduced to stay within the budget. Place your budget spreadsheet in the appendices of your business plan.

### Step 3: Timeline

*Create a calendar of events using spreadsheet software such as Google Sheets or Microsoft Excel. Plan for all promotional activities to be conducted within the next calendar year.*

- Prepare a calendar of events for your promotional plan. Each promotional activity listed in your promotional budget should be included in the timeline. Construct a professionally formatted spreadsheet containing the following information. Place your timeline spreadsheet in the appendices of your business plan.
  - list of each activity
  - the position responsible for each activity
  - the start date to create the marketing piece or begin the activity
  - the end date to finish the marketing piece or end the activity
  - the start and end dates of the advertising campaign (if used)

- f. any other necessary information

**Step 4: Metrics**

*Determine the metrics that will be used to evaluate the success of your promotional plan. For common marketing metrics, refer to Figure 10-4 in the text. For metrics and key performance indicators (KPIs) used with social media or other digital promotions, refer to Figure 10-14 in the text.*

- Using the following table, describe the metrics that will be used to measure each promotional activity. Keep in mind, each activity may use more than one metric. Explain how the effectiveness of each promotional activity within the campaign will be determined using metric data. Place your completed table in the appendices of your business plan.

**Measuring the Promotional Plan Results**

Promotional Activity	Metric	Description of Metric	How will the data from the metric help measure the effectiveness of this promotional activity?
Answer:	Answer:	Answer:	Answer:
Answer:	Answer:	Answer:	Answer:
Answer:	Answer:	Answer:	Answer:
Answer:	Answer:	Answer:	Answer:
Answer:	Answer:	Answer:	Answer:
Answer:	Answer:	Answer:	Answer:
Answer:	Answer:	Answer:	Answer:
Answer:	Answer:	Answer:	Answer:
Answer:	Answer:	Answer:	Answer:
Answer:	Answer:	Answer:	Answer:

