

5 WAYS to make your PROMO CAMPAIGN



POP!

1. Don't Promo Just To Promo – Have A Purpose.

- Its hard to know if something is working, if there was no specific goal to accomplish.
- Whether you want more web traffic, more likes on facebook or more sales... Make a list of the outcomes you would like to accomplish.

2. Choose One.

- More than one message creates confusion to the client.
- When they get confused they do... Nothing! They just move on to the next ad they see.
- Pick one outcome you want to accomplish, and focus on that one desired outcome.
- Do a separate campaign for each outcome you want accomplished.

3. Quality vs. Quantity.

- Don't half ass the promotion.
 - If you can't afford to do a great promo to everyone you want to, cut the number of people you market to.
 - A great promotion to a smaller number of people will out-perform a mediocre promotion to a larger number every time.

4. Know Your Target Market.

- What does your target market want and need?
- What are they already buying that you can piggy back on?
- Do they want eco-friendly? Do they crave technology?
Can both be delivered in the same item?
- How do they prefer to receive messages?
(i.e. video, audio, reading, etc.)

5. Now Choose The Right Product.

- The right product can match your desired outcome with the way your target prefers to get its messages.
(i.e. drive website traffic with your message delivered in video)

*Pack that product with an offer that
has a strong call to action... NOW!*