

PLANNING YOUR PROMOTION



When planning any type of marketing or promotional activity there are some key things to consider and questions to ask. Answering these honestly and realistically usually leads to a better chance of your promotions being successful.

What is our mission?

What is your organisation about? What is your overall aim? E.g. to support people with disabilities.

Where are we now?

What are the reasons behind starting this PR & Marketing activity? E.g. to increase the number of clients or raise funds. If the campaign is successful can you cope with it? Do you have the resources and skills?
What are your strengths, weakness, opportunities and threats?

What do we want to achieve?

In precise terms, what do you want the promotional activity to do? How many more clients do you want to see or what amount of money do you want to raise? Over what amount of time? Make sure you are realistic and able to achieve what you set-out to do.

Who do we target?

Students, elderly people, families? Which areas – Chelmsley Wood, Olton or the whole of Solihull?

What is our message?

What is it that you want to get across – what do you want people to do, think or feel?

How do we get our message across?

How will your target audience receive your message and what will make them do what you want? Is it a poster, a newspaper article or a website? Bright colours or subdued tones? Slick and flashy or simple but firm? Try testing your ideas out on those you are targeting to see if they work.

Can we do it?

Have you got the funds, time, people and skills to carry out your promotional activity?

How will we know we are successful?

How will you measure the impact of your promotional activity? Number of enquiries, amount donated.

SUSTAIN can provide one-to-one advice information and guidance on all aspects of promotion and marketing. For more information contact Jayne Scarman on **0121 711 3148** or promotion@solihull-sustain.org.uk.

