NuSpark Media Group

PROMOTION/OFFER PLANNING

Client

Timeframe

ELEMENT	MORE INFO	NEXT STEP
Offer	Discount/Buy and Get/ Free XXX/ Flash Sale/ Gift with Purchase/ VIP Offer	Finalize Description. Include Promo Copy
Timeframe	Start Date/ End Date	Include milestones throughout promo period, i.e. 2 weeks to go
Landing Page Needs	Building a page to support the offer	Copy, Design, FOMO, Social Proof
Offer Redemption	Elements to redeem the promotions	Promo code fields, CRM list set-up, Text lists, Integrate with shopping platform
KPIs	Success indicators and goals	Campaign goals; leads-sales-revenue.
Implementation	Assignment of responsibilities	Website designer/writer. Ad creative. CRM and back-end set-up.
Legal/Compliance	Ensure promo adheres to legal and compliance norms	Approvals needed?
Other	Planning timeframe. Project management	Other items to manage plan and execution