

Client

ITEM	MORE INFO
Objectives	Is it to generate sales, clear inventory, attract new customers, or promote a specific product/service
Target Audience	Identify the specific target audience for your online offer or sale. Consider their demographics, interests, preferences, and online behaviors to tailor your messaging and promotional tactics accordingly
Offer Details	The discount or promotion being offered, the duration of the sale, any restrictions or limitations
Messaging	Development of compelling and persuasive messaging that highlights the value of your offer or sale. Version based on media channel
Creative Assets	Creation of eye-catching visuals, graphics, or videos that effectively communicate your message and attract attention
Landing or Offer Page	Create a dedicated landing page or offer page on your website to showcase the details of your offer or sale. Optimize the page for conversions by including clear calls to action, relevant product information, and an easy checkout process
Urgency Tactics	Creation of a sense of urgency and scarcity around your offer or sale to encourage immediate action. Use phrases like "limited time offer" or "while supplies last" to motivate customers to take advantage of the deal
Conversion Optimization	Ways to ensure conversions (forms or sales): Chatbots, promo code management, coupon tools, pop-up boxes, text offers, plus customer testimonials, social proof, videos
Retention	If purchased, cross-sell, upsell, reminder of new offers or promotions. Review approach and cadences via email, social, text.
Budget	Setting a budget for your promotional campaign. Consider factors such as production costs, media buying, creative development, and any additional expenses required for executing your plan
Media Research	Conducting research to identify the most suitable media channels to reach your target audience. This includes traditional channels like television, radio, direct mail, and outdoor advertising, as well as video and digital channels
Media Mix	Determining the optimal combination of media channels that will effectively reach your target audience and fulfill your campaign objectives
Media Buying	Negotiate and purchase media placements based on your media plan. Consider factors such as ad placement, timing, duration, and rates. Monitor and optimize your media buying to ensure maximum effectiveness and ROI
Campaign Schedule	Creation a detailed timeline outlining the start and end dates of your campaign, along with key milestones and deliverables
Media Tracking	Depending on strategy, will implement the following as needed: Vanity URLs, QR codes. call tracking, text messaging, and conversion/form tracking
GA4 & Attribution Model	Implement tracking mechanisms to monitor the performance of your online offer or sale. Use GA4 and attribution to measure media & campaign performance
Optimization	Implement analytics tools to measure the reach, engagement, conversion rates, and overall impact of your promotional activities. Regularly analyze the data and make adjustments as needed to optimize campaign performance