

PROMOTION PLANNER

Q1. What type of promotion is it?

Decide what your campaign's objective is.

- General Brand Awareness
- Website Traffic
- Online Sales
- In-Person Sales
- Lead Generation
- Audience Growth
 - If audience growth, what channel?

Q2. What is the offer?

What is the product, service or value you are offering? Describe some of the benefits, list the sale price if applicable, ect.

Q3. Who are your buyer personas?

List them here. Check out the buyer personas worksheet in the [members area](#).

Q4. What problem(s) are you solving?

Briefly describe the problem and solution for your buyer personas. Find your hook.

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Q5. What are your traffic sources?

Check off which sources you will be using to drive traffic to your offer.

- Facebook
- Instagram
- Google
 - Adwords
 - Display Network
 - YouTube
- Other:

Q6. How long will the promotion run?

Will this run indefinitely? Is there a set timeframe? Plan out the scheduling of this campaign.

- Evergreen/Ongoing
- Set Time Frame- List dates below

Q7. What assets will you need?

List them here. Include items like graphics, copy, landing pages, emails, ect.

Q8. What is the campaign budget?

Plan out what your budget will be. Look at what your estimated sales will be and jot down your potential ROI.
