Promotion Tips and Tools

1. Start with a Plan - Strategize

What is your goal and objective? When is the expected promotion or event to take place.

What is your message/ theme? Do you have a monthly calendar to focus on sub themes.

Who are your audience? What method of communication is the best way to reach.

2. Content – Develop your message through your main theme and sub themes.

Images to use – Will it require a logo for theme branding?

3. Integrated Marketing Tools -

* Website – Highlight, Event announcement

eMedia Content Submission

Diocesan Bulletin

Parish Bulletin

Calendar of Events

* Email
* Telephone call
* Word-of-Mouth Marketing
* Print – Flyers, Trifold Brochures, Posters, Banners
* Presentations
* Social Media

Facebook

Twitter

YouTube

4. Measure your Marketing Efforts

Google Analytics for the web

Print Survey after an event

Online Survey

5. Timeline – From the final date of your event or promotion, create a spreadsheet and establish deadline dates for each of integrated Marketing tool project you plan to use with the appropriate person responsible for implementing each tool. This document should be reviewed on a regular basis to ensure that all items in plan are taking place.

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|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **PROJECT** | **DEADLINE DATE** | **Action** | **Responsible** | **Status** |
| **Web** |  |  |  |  |
| **Email** |  |  |  |  |
| **Print** |  |  |  |  |

*Sample timeline spreadsheet guideline.*

6. Budget – For a successful promotion, you must start to establish if there is a budget. Then plan your marketing tools accordingly based on your budget. Consider including the non cost items in your budget as well but allocate the time spent. For example the social media / facebook or twitter is free, however the person who will need to post the wall or twitter messages will need to allocate the time they spend in writing in their posts. This will help you measure the overall success of your promotion.

# Budget and Cost

|  |  |  |
| --- | --- | --- |
| **PROJECT** | **BUDGET** | **ACTUAL COST** |
| Web |  |  |
| Print Brochure + Mailing |  |  |
| Facebook/Twitter |  |  |
| Email |  |  |
| Survey |  |  |
| Banners – 3 banners |  |  |
| **TOTAL** |  |  |

*Sample Budget spreadsheet guideline.*

7. Survey – To get feedback from your target audience and gather more information on what are the highlights and lowlights from your promotion this year and suggestions to help plan for next year. You can use a printed survey to be handed back to you after the event or use online surveys such as Survey Monkey or Google Docs.

# Resources:

**Web hosting:**

Contact IT office

**Email:**

Exact Target – [www.exacttarget.com](http://www.exacttarget.com)

**Event Registration:**

[www.eventbrite.com](http://www.eventbrite.com)

**Social Media:**

[www.facebook.com](http://www.facebook.com); [www.twitter.com](http://www.twitter.com); instagram

**Online Survey:**

[www.surveymonkey.com](http://www.surveymonkey.com); https://docs.google.com