



#### Workshop Objectives

Understanding of what promotions are and how they can help your business Provide a framework to design a promotion for your business

You leave the workshop with an actionable promotion idea



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Join: 3pts.co/welcome

Previously: Red Bull, Complex, The Fader and more

**Current Residence:** Brooklyn, NY (Clinton Hill)

From: Baltimore, MD / Honolulu, HI / Sacramento, CA

### Agenda

#### Promotions

- Explained
- Examples
- Best Practices

**Create a Promotion** 

**Review Promotions** 

**Conclude Workshop** 



# Promotions Explained

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A communication that attempts to influence people to buy products or services.

#### What is a "Promotion"?

#### **Promotions**

- 1. A communication that attempts to influence people to buy products or services.
- 2. A catch-all term that includes all of the ways a business can attempt to enhance the visibility of its products, services, or brand
- 3. Consists of a value based **asset** and communication **channel** to reach and entice people



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## Advertising is not a promotion

# Advertising is a communication channel

### **Asset + Channel = Promotion**

#### Assets

- Your product, service, or brand
- Pricing (Discounts, BOGO, Free)
- Expertise or education
- Community or network
- Customer Service
- Content
- Customers
- Charity
- Loyalty programs
- 3rd party product
- And more

#### Channels

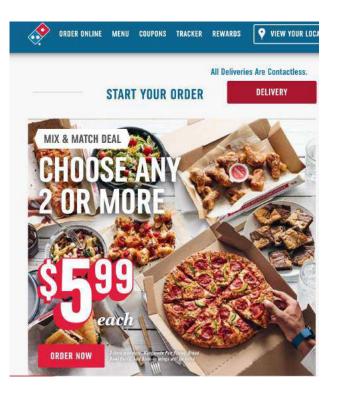
- Word of mouth
- Digital
  - Website, social media, email, advertising, text, and more
- Print media
- Influencers
- Out of home media
- PR
- Events
- Partners
- TV and Radio
- And more



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#### Domino's

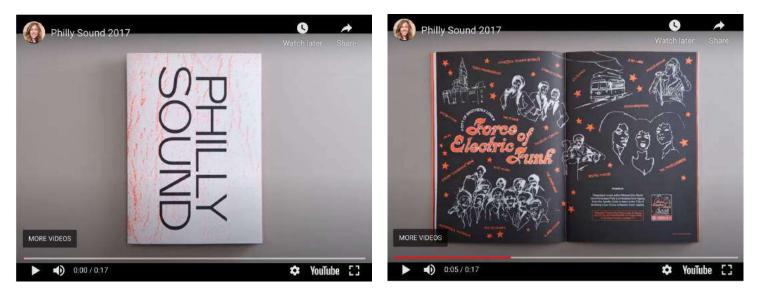


Asset: Product, brand, and Pricing

Channel: Website, Social Media, Print/Digital Advertising, and more

Goal: Increase sales

#### **Red Bull 3 Days In Philly Event**



Asset: Zine and Community

Channel: PR, Lifestyle retail distro, Event distribution

Goal: Brand affinity and ticket sales

#### **Crest Theatre (Sacramento, CA)**



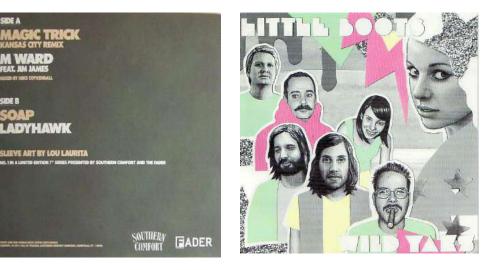
Asset: Events and Community

Channel: Email, Digital/Print Advertising, social media, word of mouth, and more

Goal: Increases core customer annual spend

#### The Fader / Southern Comfort





Asset: 3rd party product (ltd edition vinyl), partnership

Channel: PR, Partner, Contest, Website

Goal: Associate Southern Comfort with music and youth culture

#### Skip's Music (Sacramento, CA)



Asset: Professional musician and expertise

Channel: Event, Physical Media, Website, PR, and Advertising

Goal: Increase core customer sales and lesson signups



#### When Promotions Go Bad

The New York Times

Boaty McBoatface: What You Get When You Let the Internet Decide

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A computer image of the research vessel, which is still being designed and is scheduled to set sail in 2019. The Natural Environment Research Council

#### EATER COME- WIRECLE

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#### Why Starbucks' Race Together Campaign Failed

Starbucks did not spend time "discussing how it would look for a white billionaire to front a national dialogue on race."

by Khudhi Nak | Javill 2015, 5 if pa 1317

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#### E Sign up for Eater's newsletter Thefreshest new from the ford set over day

#### Domino's Pizza tattoos earn some Russians 'free pizza for life'

By Tom Gerken, BBC UGC & Social News And Katherine Zeveleva, BBC Monitoring

(1) 7 September 2018



# Best Practices

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#### Promotions Best Practices

- Aligned with and supports your business objectives (Micro or Macro)
- □ Fits with who you are as a brand and where you feel comfortable
- Based on business insight or past customer experience
- Leverages your businesses best assets or strengths
- □ Focused on a specific target customer
- Provides the customers with clear value
- Properly planned (bandwidth/resources)
- Uses as many communication channels as possible
- □ Will be enjoyable for your business
- Support consumer collecting efforts (emails, contacts, etc)





Feedback?





# Create a promotion

#### 1. Pre-Work

#### 2. Ideation

#### 3. Planning

#### 4. Execution

# My (Fake) Business

#### **Pre-Work**

- □ What are my current business goals (specific or broad)?
- □ How could a promotion help me meet my goals?
- Is the promotion for a milestone or specific moment?
- □ What is my businesses strengths?
- □ What do I or my team enjoy doing relating to the business?
- What assets and owned channels do we have easy access to that could be part of the promotion?
- □ Who could I collaborate with?
- What is my customer interested in relating to my product and business?
- □ How much could I budget for this?

#### Ideation

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- Brainstorm assets, channels and other elements to come up with a promotion idea
- List research or conversations needed to advance the idea

#### Planning

- □ What promotion(s) do we want to go with?
- Does this promotion ladder up to my business goal?
- How do long should this promotion last? Or is a one time thing?
- □ What does success look like?
- □ What will it cost?
- How much time will it require in the lead up, during, or after?
- Do I or my team have the bandwidth, skills or abilities to take this on? Do we need help?
- Write out the promotion and all necessary steps to execute
- What deadlines do I need to meet to make this happen?

#### Execution

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- Set up recurring meetings to keep you on track to meet your deadline
  - Review results in real time and meet at least once a week solo or as a team to discuss results
  - Adjust and optimize promotion as needed until completion

## **Championship Vinyl Promotion**

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Goal: Increase revenue in Q3 by 10%

**Strategy:** Create new revenue streams, introduce new customers to the store

**Strengths:** Community, small but hardcore customer base, music knowledge, relationships with labels and DJ's

My budget: \$500

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Targeted Milestone: Chicago Summer Saturday Art Walk 2021

## **Championship Vinyl Promotion**

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Saturday Summer Art Walk: Championship Vinyl Customer Record Fair

- Select customers selling on-site and taking turns DJ'ing
- Special guest big name DJ's
- Contest to win high-end mobile record player
- Purchase gets you a free beer at the bar next store

**Assets:** Community, Event, and a Special Guest, partnership, and 3rd party product

**Channels:** Owned channels, Advertising, Second Saturday city planners, customers/vendors, 3rd party product, partner, DJ talent



#### Join: 3pts.co/welcome Email: info@3pts.co

