



Boost Your Business: Promotions That Work



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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Founder of **3pts**, a marketing resource that helps self-funded creative small businesses with limited means get customers and grow.

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



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Promotions Explained



**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



**Why Should
You Care About
Promotions?**





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



the other place

Promotion Examples

the other place

the other place

3PTS



Domino's

The image shows a promotional banner for Domino's. At the top, a dark blue navigation bar contains links: ORDER ONLINE, MENU, COUPONS, TRACKER, REWARDS, and a button with a location pin icon labeled VIEW YOUR LOCATION. Below the navigation bar, the text "All Deliveries Are Contactless." is displayed. The main banner features a large, appetizing image of a pizza, wings, and salad. Overlaid on the left side of the image is the text "MIX & MATCH DEAL" in a small white box, followed by "CHOOSE ANY 2 OR MORE" in large, bold, white letters. Below this, the price "\$5.99" is shown in large, bold, red letters, with the word "each" in a smaller, italicized font. At the bottom left of the banner is a red button with the text "ORDER NOW". At the bottom right, there is a small line of fine print: "2 items minimum. Handmade Pan Pizza. Bread, Frosting, and Sauce in wings will be extra."

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



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

CITIES

WIRECUTS

AT HOME

MERCH

VIDEO

MORE

Twitter

Facebook

Instagram

Subscribe

Profile

STARBUCKS

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 Khushbu Shah | Jan 18, 2019, 1:27pm EST

Has Starbucks' Race Together Campaign a Right? Inside the Story of Starbucks' Race Together Campaign (Food Company), Starbucks' Race Together Campaign: the All-Equally Terrible (2), and Starbucks' Coverage (2)

Facebook Twitter Email



pic.twitter.com/...

E

Sign up for Eater's newsletter

The freshest news from the food world, every day.

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

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

7 September 2018



RED RUM TATTOO



Best Practices





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)



BUY ONE

GET ONE

FREE

BUY ONE

GET ONE

FREE



Feedback?





Create a Promotion



3PTS

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

- ❑ 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

- ❑ 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

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

Targeted Milestone: Chicago Summer Saturday Art Walk 2021

CHAMPIONS IP
VINYL

MILWAUKEE AV
HUNORE ST



Championship Vinyl Promotion

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

CHAMPIONS IP
VINYL



Your Promotions

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

