

7-Steps to Successful Promotional Campaigns

1 Define a Specific Objective.

Whether the goal is to increase traffic at a trade show exhibit or to boost sales with current clients, the first step in any campaign is to clarify the purpose of the program.

2 Determine a workable distribution plan to a targeted audience.

3 Create a central theme.

4 Develop a message to support the theme.

Ask. "Where is my client when they are in most desperate need of my service?" Then choose a promotional product that your client will keep in that place - a mini-billboard to remind them of you.

Get Creative. Choose an item that bears a relationship to your profession or communications theme. Ask "How is my business or service like this item?"

7 Refine your theme and message.

Focus on the most effective communication possible. Use it on all your printed communications.