

Creating a Marketing & Promotional Calendar

Kim Hulse, Retail Consultant
The Retail Champion



HM Government



European Union

European Regional
Development Fund



Introduction: Who am I?

- Retail Champion Associate
- Started “on my own” in 2012, after 15 years in retail businesses advising independent businesses
- Expert in business planning and marketing strategy
- Right now my time is spent helping businesses recover from the impact of covid, and, in preparing for the “new normal”...



What we will cover today:

Marketing & Promotional Calendar

- Promotions - part of step 2, positioning and step 7, customer engagement approach
- Involving suppliers – how they can help fund your marketing and promotional activity
- Piggy-backing on “special events” to develop promotional activities - will what you sell benefit from the events on your planner?
- Let's create...



Promotions: Part of your Positioning and Customer Engagement approach

- Focus on spotlighting and added value services rather than on discounting
 - What sort of promotions and events work best for your ideal customer?
- Use online and offline promotional opportunities to reach customers
 - Engaging visuals
 - Social media hooks
 - Your shop window is your billboard!



Involving suppliers: they can help fund your marketing and promotional activity

- Often suppliers will contribute to your promotional plans; this was touched on in 10-steps, step 8
 - They may already have event-based POS that you can customise – saving effort and design costs
 - They may offer a cash contribution (via their cost price) to support your efforts in selling more of their product
- Suppliers may have surplus stock they need to clear from their own warehouses – approach them
 - They may do a deal with you if you agree to promote a product they need to clear
 - If you don't ask, you don't get



Planning your planner!

- Piggy-backing on “special events” to develop activities
 - Plan the year ahead
 - Utilise all kinds of events – bank holidays, school holidays, religious events, sporting events etc...
- Think about what you can do to on these occasions
 - BUT! Consider your products – do these “fit” the occasion? Is it relevant, or, just “noise”?
 - You can work with your neighbours / place to create a bigger event to drive footfall and local engagement...
- Let's create...



Things to consider

- What's the mechanic
 - 3 for 2, WIGIG, % off, Save X when you Spend Y
- Duration
 - How long will it run. What's the incentive to buy now?
- Terms & Conditions
 - Use your trade associates suppliers & local trading standards if you need help
- Let's create...



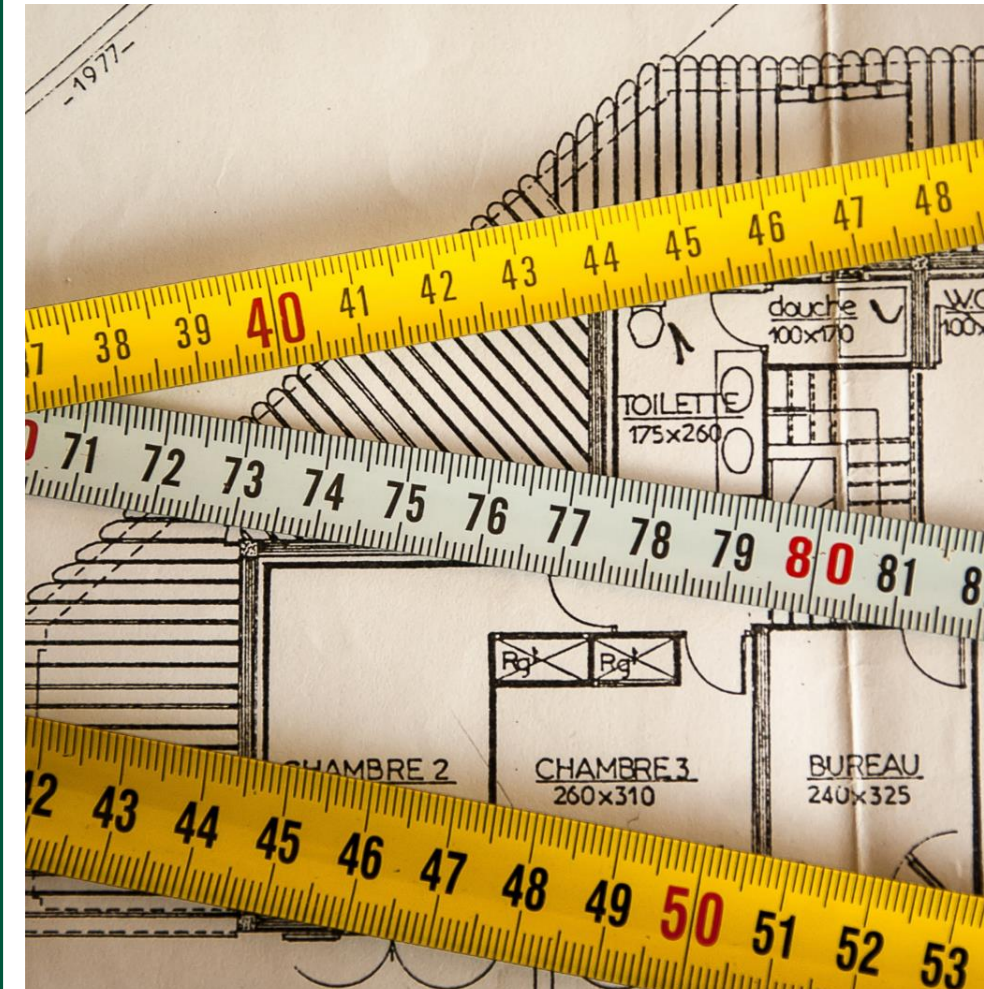
Invite Customers

- In Store Point of Sale & Communications
 - Posters, labels, banners, displays, location
 - Staff briefings
- Social Media
 - Clear, concise wording with high impact visuals
- Online
 - Landing pages, banners, emails
- Let's create...



Measure

- Learn from past promotions
 - Measure sales value, sales volume, £ margin
 - Measure average transaction value
- Test and Learn
 - Measure marketing campaigns performance
- Staff Incentives
 - Measure teams performance in conversion
- Let's create...



Summing up: A Marketing & Promotional Calendar is ESSENTIAL!

We have covered how:

- Promotions are an essential part of your positioning and customer engagement approach
- Suppliers can help fund your marketing and promotional activity
- Piggy-backing on “special events” is the first step in creating your planner – caveat with sense-checking if your products will sell

**You now have a template to work from...
over to you to personalise it!**

2021

JANUARY

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**Thank you for
listening!**

Kim Hulse, Retail Consultant

kim.hulse@retailchampion.co.uk

www.retailchampion.co.uk

