

SOP Template: In-Store Promotional Activities and Execution

This SOP details the process for **in-store promotional activities and execution**, covering planning, coordination, and implementation of marketing campaigns within retail locations. It includes guidelines for setting up promotional displays, managing inventory for promotional items, training staff on promotional messaging, monitoring customer engagement, and ensuring compliance with brand standards. The goal is to maximize sales impact and enhance customer experience through effective in-store promotions.

1. Purpose

To establish standardized procedures for successfully planning and executing in-store promotional activities, ensuring alignment with brand objectives and optimizing the customer experience.

2. Scope

This SOP applies to all retail locations, store managers, marketing personnel, merchandising teams, and sales associates involved in planning, coordinating, and executing in-store promotions.

3. Responsibilities

Role	Responsibility
Store Manager	Oversees overall execution; ensures compliance and proper resource allocation.
Marketing Team	Provides promotional materials and campaign details; coordinates objectives.
Merchandising Team	Sets up displays according to planograms and brand guidelines.
Sales Associates	Implements promotions on the floor and communicates with customers.

4. Procedure

- Planning**
 - Review promotional calendar and campaign objectives.
 - Assess store layout and available space for displays.
 - Order and allocate promotional materials and inventory.
- Coordination**
 - Schedule promotional launch dates and set-up times.
 - Coordinate with marketing and merchandising teams for materials delivery.
 - Assign staff roles and responsibilities during the promotion.
- Implementation**
 - Set up promotional displays following planograms and branding guidelines.
 - Ensure all signage and POS materials are visible and accurate.
 - Stock promotional items and monitor inventory levels regularly.
- Staff Training**
 - Provide training on promotional messaging and key selling points.
 - Ensure staff can answer common customer questions related to the promotion.
- Monitoring and Adjustment**
 - Monitor customer engagement and sales performance daily.
 - Collect feedback from staff and customers to identify improvement areas.
 - Adjust displays or inventory as needed for optimal performance.
- Compliance**
 - Verify that all promotional activities adhere to corporate and brand standards.
 - Document any deviations and corrective actions taken.
- Closure & Reporting**
 - Remove promotional materials at campaign end.
 - Assess inventory of remaining promotional items and report results.

- Compile a summary report on promotional effectiveness, lessons learned, and recommendations for future activities.

5. Documentation

- Promotion Planning Sheets
- Inventory Reports
- Staff Training Logs
- Compliance Checklists
- Post-Promotion Analysis Reports

6. References

- Brand Standard Guidelines
- Visual Merchandising Planograms
- Corporate Marketing Calendar

7. Revision History

Date	Change Description	Author
2024-06-12	Initial SOP template created	[Your Name or Team]