

SOP: Post-Promotion Evaluation and Feedback Collection

This SOP describes the process for **post-promotion evaluation and feedback collection**, detailing the steps to assess the effectiveness of promotional activities, gather stakeholder and customer input, analyze campaign performance metrics, and implement improvements. The objective is to ensure continuous enhancement of promotional strategies based on data-driven insights and constructive feedback.

1. Purpose

To provide a standardized procedure for evaluating promotional campaigns, collecting relevant feedback, and utilizing findings to improve future promotions.

2. Scope

This SOP applies to all marketing, sales, and communications staff involved in planning, executing, and reviewing promotional activities.

3. Responsibilities

Role	Responsibilities
Marketing Manager	Leads the evaluation, approves data collection tools, and oversees the improvement plan.
Campaign Owner	Compiles and analyzes campaign data, coordinates stakeholder and customer feedback collection.
Stakeholders	Provide feedback on campaign effectiveness from a business perspective.
Customers	Share insights through surveys or interviews regarding campaign impact and experience.

4. Procedure

- Campaign Completion:**
 - Ensure all campaign activities have concluded.
 - Gather all campaign materials and communications for review.
- Data Collection:**
 - Compile performance metrics (e.g., reach, engagement, conversion rates, sales uplift).
 - Prepare customer surveys, feedback forms, or interview questions.
 - Send feedback requests to internal stakeholders.
- Feedback Gathering:**
 - Distribute surveys and collect responses within the designated time frame.
 - Conduct interviews or focus groups if required.
 - Log and organize all feedback data for analysis.
- Analysis and Evaluation:**
 - Analyze quantitative data (metrics) and qualitative feedback.
 - Compare outcomes to predefined campaign objectives and KPIs.
 - Identify successes, areas for improvement, and unexpected results.
- Reporting:**
 - Prepare a post-campaign evaluation report summarizing findings, insights, and recommendations.
 - Share the report with key stakeholders and leadership.

6. **Action Planning:**

- Develop a plan to address identified improvement areas for future campaigns.
- Assign accountable persons for implementation.

7. **Review and Continuous Improvement:**

- Schedule periodic reviews to ensure implementation of recommended actions.
- Update SOP and best practices as necessary.

5. **Documentation**

- Campaign performance reports
- Feedback forms and survey results
- Action plans and improvement logs

6. **References**

- Marketing Campaign Management Policy
- Customer Feedback Management Procedure

7. **Revision History**

Version	Date	Description	Author
1.0	2024-06-05	Initial version	Marketing Dept