

SOP: Post-Promotion Performance Review and Reporting

This SOP details the process for conducting a **post-promotion performance review and reporting**, encompassing the evaluation of promotional campaign outcomes, analysis of key performance indicators, assessment of return on investment, identification of strengths and areas for improvement, and the preparation of comprehensive performance reports. The objective is to ensure data-driven decision-making for future promotions and to optimize marketing strategies based on measurable results.

1. Purpose

To establish a standardized process for objectively evaluating the outcomes of promotional campaigns and to produce actionable insights that inform future marketing activities.

2. Scope

This procedure applies to all marketing teams and individuals responsible for planning, executing, and reporting on promotional campaigns.

3. Responsibilities

Role	Responsibility
Marketing Manager	Oversee campaign performance review and approve final report.
Campaign Analyst	Collect data, conduct KPI analysis, and prepare draft reports.
Team Members	Provide feedback and support data collection as needed.

4. Procedure

- Data Collection**
 - Gather all relevant data sources (sales, leads, engagement metrics, etc.).
 - Verify completeness and accuracy of data.
- KPI Analysis**
 - Identify campaign-specific KPIs (e.g., conversion rate, ROI, reach, engagement).
 - Compare actual performance against targets set prior to campaign launch.
- ROI Assessment**
 - Calculate return on investment based on total spend and resulting revenue or value.
- Strengths & Areas for Improvement**
 - Highlight successful tactics, channels, or creative elements.
 - Identify underperforming aspects and root causes.
- Report Preparation**
 - Compile findings into a clear, concise report (see Section 5 for template).
 - Include visualizations where appropriate (charts, tables, graphs).
- Presentation & Feedback**
 - Share and present the report to stakeholders.
 - Document recommendations for future promotions.

5. Performance Report Template

Section	Description
Executive Summary	Overview of results, objectives, and key takeaways.
Campaign Overview	Details of campaign timeline, channels, and goals.
Performance Analysis	Data-driven evaluation of KPIs and their comparison to targets.

ROI Calculation	Detailed ROI analysis including cost breakdown and outcomes.
Strengths & Weaknesses	Assessment of successful elements and improvement areas.
Actionable Insights	Recommendations for optimizing future promotions.

6. Documentation & Retention

- Store reports in designated shared folders or document management systems.
- Maintain documentation for at least 24 months for future reference and auditing.

7. Revision History

Date	Version	Description	Author
2024-06-13	1.0	Initial SOP release	Marketing Team