

SOP: Promotion and Advertising Strategies

Goal: Enhance brand visibility, increase customer engagement, and drive sales growth through effective and measurable promotional activities.

1. Market Research

1. Collect and analyze market data to identify industry trends, competitors, and customer preferences.
2. Utilize sources such as surveys, focus groups, digital analytics, and sales reports.
3. Document key findings for strategy development.

2. Target Audience Identification

1. Define target demographics, psychographics, and purchasing behaviors.
2. Develop customer personas for each segment.
3. Align messaging and channel selection with target audience insights.

3. Campaign Planning

1. Set clear campaign objectives (e.g., awareness, engagement, lead generation, sales).
2. Establish KPIs to measure success.
3. Develop a timeline with milestones and responsible parties.

4. Budgeting

1. Determine available budget for the campaign.
2. Allocate resources across creative, media, technology, and measurement tools.
3. Monitor and adjust financial plans as necessary.

5. Creative Development

1. Design compelling promotional materials (copy, visuals, videos) tailored to the campaign objectives and target audience.
2. Ensure brand consistency across all assets.
3. Obtain necessary approvals prior to launch.

6. Media Selection and Placement

1. Identify the most effective channels (digital, print, social media, events, etc.) for the campaign.
2. Negotiate media buys and placements.
3. Coordinate timing and sequencing of advertisements for maximum impact.

7. Campaign Launch

1. Execute the campaign according to the established schedule and placement plan.
2. Monitor for errors or issues and resolve promptly.

8. Performance Tracking and Optimization

1. Track performance against KPIs using analytics tools (e.g., web analytics, CRM, media monitoring).
2. Collect feedback and customer responses to promotional activities.
3. Analyze results, identify areas for improvement, and optimize strategies in real-time or for future campaigns.

9. Reporting

1. Compile results and insights into a post-campaign report.
2. Share findings with stakeholders and document lessons learned.

Roles and Responsibilities

Role	Responsibilities
Marketing Manager	Oversees campaign planning, execution, and evaluation.
Market Research Analyst	Conducts research and provides target audience insights.
Creative Team	Develops promotional materials aligned with brand guidelines.
Media Buyer	Identifies and secures media placements.
Analytics Specialist	Tracks performance and analyzes results.

References

- Company Brand Guidelines
- Annual Marketing Plan
- Previous Campaign Reports
- Relevant Regulatory Standards (e.g., advertising laws, data privacy regulations)