

Promotion Strategy

Your promotion strategy should inform your customers about your service, persuade them to use it and assure them of your future existence. The strategy should fit the marketing concept of your service. For example, a one-hour dry cleaner, 24 hour photo center, family hair care center, discount insurance agency, etc.

Outline your promotion strategy including advertising, public relations, celebrity endorsements, exhibitions, sales promotion material, special events, and other activities. Explain why you chose these activities and how they further your marketing goals. Use the tables and templates provided to portray your promotion strategy.