

# Marketing and Promotions Planning For 2019

At the end of every year, most businesses take stock of how well they have done, and also look forward to the future. One of the most important tasks you can do in conjunction with this evaluation is to start planning your marketing and promotions for the new year.

## Planning Ahead

Planning ahead in this way is the best way to help take your business to the next level. It will serve as a roadmap of what you need to do, and when. If you are working with other people, such as colleagues or joint venture partners, it keeps everyone on the same page.

It also helps you manage your 4 main marketing areas:

- Your website or blog (content marketing)
- Email marketing
- Social media marketing
- Special sales and promotions, including important events like product creation and launch

These work together to drive traffic, generate leads (get subscribers) and make sales.

All marketing is content marketing. It's just a question of the format of the content. Imagine you have a fabric and notions bricks and mortar store, but want to drive traffic to your store in the real world and also get customers online. Useful content about quilting, making your own skirt, fun holiday crafts to give as gifts, and so on, would all be useful content that would get local customers to come in and online customers to buy, especially if you put together reasonably-priced kits with everything they would need for each project.

For overseas customers who might not wish to pay a lot of shipping and handling charges, you could sell digital product, such as patterns, video lessons and so on. All of your content would be the context for making a sale.

Email marketing also requires content and provides a context for making a sale. Send an email with similar information as to what is on the site, with a link to buy a product related to the content.

Social media marketing can drive traffic to your site, and subscribers to your email marketing list. Once they are on your list, they can receive your content and great offers. These will include your special promotions.

There are three main reasons for special promotions:

- To launch a new product

- To create a seasonal or holiday-related promotion
- To stimulate sales during a slow period

## **Creating and Launching New Products**

Product creation and launches should be the high points of your promotional calendar. Research what your target audience wants and needs and build a product around it. Build an email list around it as well, so you can let them know when the product is launching. This will help it sell well right out of the starting gate. It's important to pencil in all of the key dates related to the launch on your promotional calendar so nothing gets missed and everything isn't left until the last minute.

## **Seasonal and Holiday Promotions**

Seasonal and holiday-related promotions are always a good excuse for a special promotion or sale. They mark the occasion, and help you to tie in your products and services if possible. For example, you might create an American flag crazy quilt potholder pattern and kit to sell, or use the pattern as a free download to get people to subscribe to your list. Announce the special promotion on social media and perhaps even run an ad about it on Facebook and/or Twitter.

The 12 Days of Christmas is another very popular promotional opportunity, with 12 days of sales items if you wish. This can be the perfect way to stimulate sales during a time when prospective customers might be focusing on gift shopping, or ignoring you because their money is earmarked for other things. You can promote the usefulness of the item as a gift, a bargain, or something they really need that they haven't treated themselves to yet, but which could make all the difference in their lives.

Some holidays are fixed, like the Fourth of July or Christmas Day on the 25<sup>th</sup> of December or Kwanzaa on the 26<sup>th</sup>. Others are what are termed moveable feasts, with the holiday falling on different days each year, such as Easter, Thanksgiving, Chanukah, and so on.

You can create and download free PDF calendars to print out at <https://www.timeanddate.com/calendar/create.html>

Just toggle the various choices, such as including all US holidays. Print out 1 copy of the calendar for each marketing initiative, such as the editorial content for your blog, email marketing mailings, and product launches. Then start penciling in your ideas.

Top marketers and magazines will tell you that Christmas starts in July or August—that is how far they plan ahead with the help of their calendar.

## **Building on Your Successes**

Another reason to do this at the end of the year is to “recycle” your best promotions of the year. Look back at the ones that generated the most income and plan to repeat

them again next year. You can even copy them, set the dates, and queue them up in your blog or email marketing platform now using your schedulers.

### **Dealing with Slow Periods**

Every business is going to hit a slow patch from time to time, but if, for example, the summer is dragging on with barely any sales in sight, it will be time to market to maintain a decent level of sales and profits. Using our fabric store idea again, think of 12 weeks of projects that kids can do while they are on summer vacation. You could also center this around useful gifts to give to others, as well as keep for themselves because they are so useful. It will take some time and creativity, to come up with winning ideas, but your calendar will keep you on track to do everything at the right time, in the right order.

### **Calendars are A Must**

If you have no product of your own to sell yet, not to worry. You can become an affiliate for top companies like Amazon, and at top affiliate marketplaces like Clickbank and Affiliate at cj.com and earn commission through your specially-coded links.

Keep adding promotions to make sure you have a full calendar. Use the information you get from your affiliate manager about special offers, flash sales, and forthcoming holiday sales to get ahead of the curve compared with other affiliates. And of course, start working on creating your first product so you can keep 100% of the profits for yourself.

Thinking of creating a new product but not sure if the idea is a good one for your list? Try to find an affiliate offer that is similar and test it on your audience. If they like it, consider developing a similar product, of an even higher quality.

If you have affiliates yourself, or are trying to get more, an affiliate calendar will show you are on the ball, with everything well-organized. The calendar can help you ensure your supporting material for your affiliates is all ready in time for the holidays, for example, or your next product launch.

Your calendar can also be an invaluable selling point if you want to get joint venture partnerships. JVPs are agreements in which 2 partners cross-promote and split the profits 50/50. For example, you email a special offer them, and they email one in return to their list for you. With both of you marketing your newly launched product, for example, you could double your chances of success.

A promotion planner is the best way to plan and promote both new and existing products and services, and re-cycle the most successful marketing campaigns you've launched. Set your business goals for the new year and start planning, so you can reach or even exceed them.

# **New Year Marketing Promotions Planning Templates**

## **Year at a Glance Marketing Calendar (.docx)**

Use this yearly calendar to plan important dates including product launches, affiliate promotions and content you're going to publish.

## **Monthly Promo and Marketing Calendar (.docx)**

Use this monthly calendar to plan important dates each month in more detail including product launches, affiliate promotions and content you're going to publish.

## **Daily Promo and Marketing Planner (.docx)**

Use this planner after you have created your monthly plan to keep you on track with your daily content tasks.

## **Marketing and Promo Goal Setting Worksheet (.docx)**

Use this worksheet to set your marketing and promotion goals. Includes space for tasks and due dates based on what you will outsource, what you're responsible for and what content is needed.

## **Promo and Marketing Goal-Focused To-Do List (.docx)**

This worksheet is used to track your to-do list based on your bigger goals. There is a column to track your to-do list for audience building, income producing, product development, other tasks and tasks that you will outsource.

## **Product Creation Checklist (.docx) & Product Creation Planner (.docx)**

This checklist and planner is designed to help you plan out the next product you will create in detail so you don't miss any important steps along the way.

## **Product Planning Worksheet (.docx)**

The product planning worksheet will help you map out the important pieces of your product along with how you will market it to your audience.

## **Product Promotion Checklist (.docx) & Planner (.docx)**

This checklist and planner will help you keep track of all of the tasks needed to prepare your product for release and during the promotion process. Includes tips for creating an effective promotion strategy.

## **Product Promotion Worksheet (.docx)**

This worksheet will help you plan out the promotional content for your new product.

## **Content Creation Checklist (.docx) & Planner (.docx)**

This checklist and planner will help you plan out and keep track of the content you need to create for a successful promotion.

## **Content Creation Worksheet (.docx)**

This worksheet will help you plan out the content you'll use for promoting your new product.