

# Your Promotion Campaign

Now that you have been exposed to nearly the entire spectrum of promotion strategies available to a retail merchant, you should be able to plan an excellent overall marketing campaign for your store.

Design a really appealing promotional campaign to launch your business. Using your book as well as your good sense, explain to me where you would advertise, how you would advertise, what PR and event sponsorship activities you would engage in.

Create your copy using graphics and pictures. Mock up any newspaper or billboard advertising, including copy for the ads. You can use a graphics package, snips from the Internet, and so on. What will your main theme be in your advertising message?

What kind of radio stations would you use for advertising (if any)? What would you emphasize in the ads? What would you say in the copy?

What local television shows would you use for advertising (if any)? What would you emphasize in the ads? What would you say in the copy? Who would be on the ads?

Go ahead and design a social media campaign to get the word out about your business. How would you use Facebook, Twitter, and Instagram to promote your business? Would you consider Groupon or some other pricing promotion to start, or do you feel that might affect how people will think of your launch and your business?

Are there any other promotional opportunities you would try to take advantage of in launching your store?

Your major brands are likely to offer co-op advertising opportunities. Discuss what it would take for you to take advantage of those opportunities in your launch.