



While Planning Your
Next Sales Promotions

Numbers never lie and if numbers are to be believed, take a look at following industry figures of impact of sales promotions:

- **Total Reach Value: 90%**
- **Total Recall Value: 89%**
- **Positive Impression On Customer: 52%**

The relevance, reach and impact of meticulously planned sales promotion on customer behavior is unsurpassable; which inversely also means that if your sales promotion is not planned well, it could negatively affect your brand and business with equal values!

So, how would you ensure a flawless sales promotion plan that affirmatively reaches and affects as many people as possible? Here are the common mistakes that you should avoid to maximize the impact and minimize the remorse:

1. Thinking Single Channel

Sales promotions can elevate the sales and profits dramatically in a short time. To fetch optimum outcomes of the sales promotion activity that took much of your hard work and huge capital, it is necessary that you utilize all the channels of promotion available to you. The current advancement of print and digital media offers a beautiful amalgamation to explore infinite opportunities to boost your sales and brand value. When your consumers see you everywhere, they get inured to your brand and you gain their acceptance. Do not keep it only online (which may be fine if you are an online company) or only print promotion. Integrate all the channels ingeniously to stand ahead the crowd.



2. Not Setting A Goal Or Deadline



Launching a sales promotion program without fixed deadline or measurable goal will lead it to whole big null point. Set a start date and end date to streamline your efforts to complete

everything within the stipulated time frame. This will help keeping each component of the program in track. By setting up goals, you will always have a figure in hand to achieve and to measure the success of the campaign.

3. Fixing On Presumptions

Don't presume customer's behavior. Never plan your sales promotions assuming that the segment you have created defines your real or limited customer base. It is very much possible that a profitable share of customers in high concentration is in the segment you do not tap your sales promotions for. Study your data patterns well to have a diverse profitability.



4. Not Solving It For Each Stakeholder



While planning your sales promotion program keep in mind how would it impact each of your stakeholder or retailers or any other patron associated to your organization. You may launch a promotional plan that attracts new customers with some special offer or benefit but would it be fair for your regular and loyal customer who may not have that benefit? Take each stakeholder into your consideration for an overall successful sales promotion program.

5. Making It Too Complex

Keeping your sales promotion plan simple makes it easy for you as well as your customers. Your customers will feel more connected and involved



when the processes are simple without much complicated terms and conditions. With a simple sales promotion activity, capturing, handling and processing the data for result analysis and profit calculation gets extremely easy and effective. So, do not unnecessarily complicate things.

6. Not Keeping It Relevant



Relevancy is the essential most factor of any sales promotion program for its success and positive outcomes. Relevant program helps you in targeting your right customers and communicate with them for awareness and sales. Relevancy of the sales promotion plan

also ensures that your customers are reminded about your brand or product with full intensity.

7. Communication Gap with your Team

For successful promotional plan, it is imperative to involve and inform all those part of your value chain that includes your team members, distributors, retailers about your plan. This provides the required thrust to pull it to an extended level for broader effect and profit.



8. Not Testing Your Assets



This is a very common mistake that is easiest to avoid. It doesn't take much to test all your assets that you plan to consume within your promotional program to be active, available and useful. For example, you may roll on an email

campaign with a broken link due to lack of adequate testing. This is a sheer waste. Avoid it.

9. Not Capturing The Data

Without capturing the data appropriately, it is impossible to measure the effectiveness and successfulness of any activity. Capture the data to realize if your plan has delivered what you expected. Capturing the data can also benefit you to apprehend new market segments and opportunities that you never thought of before.



10. Not Using The Captured Data



This is the biggest mistake companies commonly get trapped into. Before planning the next sales promotion plan, it pays largely to dig in the previously captured data to concentrate upon profitable segments along with exploring new dimensions for unconfined growth.

For a short word, make your sales promotion plan to attract new customers while also encouraging your brand power and loyal customers effectively.

These are a few common mistakes you need to be aware to ensure a flawless sales promotion. You should do everything possible to learn whatever you can about the complexities and nuances of your industry or profession--and not just once, but regularly. By knowing the potential bottom-line of impact of your sales promotion, you'll have the information to invest the energy necessary to host a strong flawless sales promotion that will deliver boosting results over the time period it covers.