Choosing Effective Promotional Tools

The chart marks the promotional tools that are most effective for each description. Before deciding on a specific promotional effort or campaign, ask yourself the questions below. Consider highlighting the corresponding rows. Then simply count up the check boxes in each column to show which tools are more likely to achieve maximum ROI for that specific promotion.

	Social Media	Website	Newspaper	Radio	TV	Direct Mail	Literature	Specialty Items	Email Promos	Open House	Trade Show/Fair	Press Releases	Coupons/Loyalty
What is the goal?													
☐ Build brand awareness	✓	✓	✓			✓	✓		✓	✓	✓		
☐ Introduce new product or service	✓	✓	✓			✓	✓		✓	✓	✓	✓	✓
☐ Grow market share	✓	✓		✓	✓	✓	✓				✓	✓	✓
☐ Build customer relationships	✓	✓				✓		✓	✓	✓			
☐ Generate leads	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓		
☐ Generate customer traffic	✓	✓	✓	✓	✓	✓			✓	✓			✓
☐ Build/expand reputation	✓	✓				✓	✓		✓			✓	
What are the preferred demographics?													
☐ Under age 30	✓							✓					✓
☐ Age 31-45	✓	✓				✓	✓	✓	✓	✓			✓
☐ Age 46-60	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
☐ Age 61+	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Where is the target located geographically?													
☐ Local community	✓	✓	✓			✓	✓			✓	✓	✓	✓
☐ My county	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓
☐ My region	✓	✓		✓	✓	✓					✓		
☐ My state	✓	✓							✓		✓		
☐ National	✓	✓							✓				
How much detail needs to be included in the messaging?													
☐ Short and sweet	✓		✓	✓	✓	✓		✓					✓
☐ Needs some explanation	✓	✓				✓	✓		✓	✓	✓	✓	
☐ Needs thorough explanation		✓					✓						
Is this a special/one-time/time-based event or activity?													
☐ Yes	✓		✓	✓	✓	✓			✓			✓	
☐ No													
My budget is:													
☐ Very limited	✓		✓			✓	✓					✓	✓
☐ Fair	✓	✓	✓			✓	✓		✓	✓	✓	✓	✓
☐ Unlimited	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓
TOTALS BY COLUMN:													

BeyondBROKEN