

Promotions Plan Template

		Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
Target Audience							
Proposition / Messages							
Promotion Objectives							
Promotion							
Advertising	Cinema						
	Magazines						
	Newspapers						
	On-line						
	Posters / Buses						
	Radio						
	TV						
Direct Mail	e-shot						
	Post						
Exhibition/Event	Local						
	National						
Networking	Chamber of Commerce						
	Local Group						
	Industry Group						
	Strategic Alliances						
Online	Banner Advertising						
	Content						
	Enewsletter						
	Links						
	PPC						
	SEO						
	Website						
PR	Press release						
	Articles						
	Press Interview						
Sales	Referrals						
	Sales Team						
	Telesales						
Social Media	Facebook						
	Twitter						
	Linked In						
	YouTube						
Sponsorship	Exhibition						
	Event						
	Seminar						
	Sports Team						