



Neighbourhood Marketing Toolkit 6 Steps To Follow Before Launching Any Tactic



Part 3

There are basically 6 steps to follow before launching any promotional tactic. It's no good doing the wrong promotional tactic to achieve your Neighbourhood Marketing objectives for your Daily, so this is a very important part of Neighbourhood Marketing strategy.

1. Determine your objectives

- **Trial** by new customers?
- More **frequency** by current Daily customers?
- **Higher expenditure**?
- **Image enhancement**?

What must you accomplish at this time with this promotion for your Daily Coffee Café?

2. Set your strategy

- What's the **most efficient way** to accomplish your objective?
- What can you **afford**?
- How do you **maximize results**?

3. Zero in on your target

- Determine to whom your Daily **currently most appeals**.
- Once you've zeroed in on your target, review your tactical options and pick one that you feel would most appeal and be most appropriate for that target.

4. Calculate your pay-out

- If you are spending **R1 000** on a promotion for your Daily, how many new customers do you need to **cover your costs**? How many of them must you convert to regular Daily Coffee Café customers?

5. Check the calendar

- Leave enough time to **accomplish each element of your promotion**: creating, producing, and implementing.

6. Cheerlead!

- Hold a **"team" meeting** with all your Daily employees
- **Explain the objectives**, rationale, implementation and the fun of your upcoming promotion.
- Let each **employee know what is expected of him or her** - and what is in it for them personally.