



All of the steps included in this guide are to help you build and execute a **successful promotional program.**

201-523-1072 team@bboyz.pro bboyz.pro

84 Sturbridge Cir., Wayne NJ 07470



Discussion, Quote & Consult

Your Go - 2 Printer

-Andy Birnbaum & Team

Project Description

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Questions to consider when printing something

- Who is the end user?
- What would you like them to do with It?
- How will you give it to them?

Objectives

- Motivate Improve morale Performance rewards
- Employees** Recognition
- Thanks Traffic builder Encourage use/trial
- Customers** Gift with purchase
- New product launch Cross/upsell Promote
- Awareness** Rename/reposition

Audience

- Present customers Prospective customers Income level
- Lost customer Top customers Geography Sex
- Job function or title Age Range Employees

Technical quote questions

- Item(s) Desired Item size(s) Color of item Print color(s)
- Material of item Options desired Print location(s)
- Quantity desired

Deadline

Date and plan for educating internal teams (marketing, sales, etc.).
 Date

When and where must the message get to the audience for maximum effect?

Measure its success

How will you track your program?

Theme and Message

What is the theme of your promotion?

What major point do you want to communicate?

If you could sum up your message in one sentence, what would you say?

- Exciting Urgent Factual Competitive
- Educational Aggressive Informative Authoritative

Department(s) Project Who Helps & How

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Year long budget worksheet and plans-at-a-glance

Project	Details	Purpose ROI	Items Needed	Est Cost	
					Quarter 1st
					Quarter 2nd
					Quarter 3rd
					Quarter 4th