



promotional planner – or: *beyond the press release*

1. What are you trying to achieve with this communications initiative, eg what do you want people to:

* **know**

target group 1

target group 2

* **feel**

target group 1

target group 2

* **do**

target group 1

target group 2

* **other objectives**

2. What's the minimum acceptable outcome, eg:

* numbers of people reached

* specific people informed/persuaded/galvanised

* other

3. Have you got the resources you need, eg:

* money

* time

* people

* agreements

* other

4. What monitoring and evaluation system are you going to use, eg:

* Right from the Start

* other

5. What information resources are you going to produce, eg:

- * leaflet, postcard
- * promotional product (eg bookmark)
- * video, audio-cassette, CD-ROM
- * website

* for the written materials, what format are you planning, eg conventional, cartoon, quiz, humorous, interview, spoof

* how will the information resources be distributed?

6. What do you need to do to make successful contact with different communities, eg

* do you have contact details for the relevant black and ethnic minority community groups

* do some of the information resources need to be produced in formats accessible to people with sensory or other disabilities?

* other considerations

7. What other types of promotion will you use for each of your target groups, eg:

* media coverage (news, features, editorial, entertainment, other?)

* lobbying

* providing direct experiences, eg via visits, samples, demonstrations...

* large-scale events (eg stands at exhibitions)

* speaking engagements - AGMs, conferences etc

* direct marketing – by letter and/or e-mail

* viral marketing

* professional development eg seminars

* advertising

* other

an a – z of promotional ideas and triggers

- advertising
- arts and cultural events
- awards
- banners
- billboards
- branding
- brochures
- brooches and ribbons
- business cards
- charities (what about link-up with charities favoured or run by your target groups - eg Golfers Give Goats?)
- competitions
- conferences
- county shows
- cross-marketing
- customer relations
- demonstrations (of either sort!)
- direct mail
- directories
- discounts
- e-mail, including automatic signature + message
- exhibitions
- faith communities
- films, including piggy-backing on relevant big new releases
- hospitality
- information promotional products (chocolates, pen holders etc)
- inserts and flyers
- in-store displays and events
- launches
- leaflet
- letterheads
- mail order
- media
- media pack

- networking
- newsletters
- offices, including windows as advertising medium
- packaging
- photo-call
- posters
- press conference
- prizes
- professional development, including curriculum contents
- quotes and endorsements
- samples
- schools pack
- seasonal – Halloween, Groundhog Day, Fathers’ Day, Diwali, Chanukah
- seminars, workshops, conferences
- signage
- soap operas – stars, story-lines, producers
- social events
- speaking engagements
- stunts
- website
- zaps (American direct action events)
- zealots
- Zebra crossings
- zeitgeist
- Zen
- zest
- zodiacs
- zoom
- zoos

resources

books and publications

There are lots and lots of 'introduction' to PR books but the Media Trust's website is certainly as good a source of information as most of these. And free. The following are more specialist:

Do Something Different **Jurgen Wolff**

Some unusual and inspiring examples of unconventional, effective promotional campaigns. The book is wider than promotion, and its marketing advice and insights are equally useful

The Non-designers Design Book **Robin Williams**

A superb introduction to basic design. Invaluable for anyone who produces letters, memos, reports...

Copywriting **Moi Ali**

Loads of practical tips – and politically correct without being over-worthy!

Public Relations On The Net **Shel Holtz**

One of many PR/marketing books, but wider than most as it looks at not only promoting your website but your business via the Internet.

Making it Easy: 500 ways to promote the probation service **Payback**

Has examples from within and beyond the criminal justice sector, of very imaginative, sometimes risky, often fun promotional activities and other marketing approaches. Downloadable free from www.payback.org.uk

organisations

The Media Trust has a range of fabulous services and resources, many of them free via their website www.mediatrust.org, including

- an online matching service which links up media professionals with charities which need their help. You can get input with PR advice, website design etc,
- the website which has excellent online guides – eg on working with celebrities, website marketing and design excellence

They also have a strong annual calendar of training events, involving industry leaders in PR, media and marketing. And they run the Community Channel, on digital TV, which offers the chance of partnership work.