



## Planning a Promotional Campaign

Promotional campaigns require careful planning. Businesses need to:

### Identify a Campaign Timeframe

As part of the planning stage of a promotional campaign, businesses will need to identify how long the whole campaign will run for.



### Identify Activity Timeframes

As well as the whole campaign's duration, businesses need to plan a timeframe for each activity within the promotional campaign.

### Identify Key Performance Indicators

Key performance indicators (KPIs) are the tools set by the business for the campaign – they are used to judge how successful the campaign is.

Preparation

Key Knowledge



## Review

✓ True or ✗ False

A promotional campaign can be planned using a Gantt chart.

?

KPI stands for key performance indicator.

?

A promotional campaign needs a clear timeframe.

?

Promotional objectives are the reasons a promotional campaign is carried out by a business.

?

Preparation

Key Knowledge

Application

Review

# R069 Topic Area 2 Bundle

# Blake Topic Pack Area

**Lei Huang**

A red circular graphic with a gradient, appearing as a semi-circle or a partial circle, located to the right of the name 'Lei Huang'.

## **Blake Topic Pack Area:**

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
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