



# Free Planning Guide

The key to any successful advertising or promotional campaign is careful planning. This easy-to-use guide was created to help you plan an effective and successful campaign and to choose promotional products that will help you achieve your marketing goals. These 10 quick steps will put you on solid footing for success. Answer the questions and we'll email you your own promotional plan that you can use to keep your project focused.

Your Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Mail or fax your complete form to:

**Thomas Promotions**

4500 E. Speedway, Suite 90

Tucson AZ 85712

**Fax:** 520-881-6868

## 1. What are you Marketing?

Your objectives are the foundation of your campaign. Indicate the marketing objective(s) you hope to achieve.

- Create Goodwill
- Increase sales revenue
- Express appreciation
- Reward customer loyalty
- Encourage innovation
- Increase repeat business
- Celebrate anniversaries
- Improve employee morale
- Increase market share
- Stimulate trade show traffic
- Introduce new products or services
- Attract a new generation of buyers
- Improve customer relations
- Promote your website
- Announce special offers
- Announce a new opening
- Educate present or prospective buyers
- Reactivate old accounts
- Promote employee safety
- Increase unit of sale

## 2. Who is your audience?

Knowing who you want to influence will help you choose the right promotion products for the job.

- Present customers
- Prospective customers
- Salespeople
- VIPs
- Employees
- Sales Reps

## 3. How many?

How many people are in your target audience? Use the 80/20 rule to develop your marketing strategy.

- 1-100
- 101-250
- 251-500
- 501+

Other: \_\_\_\_\_

## 4. What is your budget?

Please note, budgets are simply guidelines to help determine the types of products selected.

\$ \_\_\_\_\_

- I don't know my budget yet

### 5. What is your theme?

Is it fun? Is it serious? Is it professional? Is it relaxed? Will you use a tagline or thematic graphic? Briefly describe your theme below.

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### 6. Distribution

How will the promotional items be delivered to your audience?

- Presented directly to a customer as a business gift
- Handed to visitors at trade shows
- Shipped to customers as a gift or referral incentive
- Awarded to salespeople as an incentive
- Presented to visitors by receptionist or official greeter
- Given as a premium on condition that a specific purchase is made

Other: \_\_\_\_\_

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### 7. What types of product(s) are you considering?

This is where the rubber meets the road. If you can think it, we can find it. Keep in mind, the item used does not always have to be related to your product line. Describe the product(s) below.

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- I need help finding the right product(s)

### 8. What is the message or graphics that will be used?

Be careful not to print too much information in a small print area. When in doubt, it's better to say less than more. A simple illustration and a couple of words may be sufficient. Describe your message below.

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- I need help developing a message

### 9. Is special packaging required?

Special packaging may add to the impact of your presentation. Describe any special packaging ideas/instructions below.

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- I won't need special packaging

### 10. Seek professional help.

Consider Thomas Promotions as an extension of your marketing team. We offer many years of experience and product knowledge to assist you during any phase of your promotional campaign. **We can help.**

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