

## Promotional strategy preparation checklist

		Under control	Of concern	Of significant concern
Promotional mix	We have considered the most appropriate promotional mix: <ul style="list-style-type: none"> <li>Above the line advertising: TV, radio, Billboard</li> <li>Media: social, internet search, direct mail, newspapers, magazines</li> <li>Retail/distributor support: samples, incentives, discounts, in-store promotion and give-aways, personal selling</li> <li>Trade events</li> <li>Public relations</li> </ul>			
	We are satisfied that our promotional mix is competitive			
Performance	We have measurable objectives for our promotional program			
	We have identified who will be responsible for monitoring the performance of the promotional program			
Selling	We have a sales strategy			
	We have identified the timing and duration our visits and in-market sales activities by our direct employees and contractors			
	We have identified any training needs for our sales staff and for our agents/representatives and have prepared support materials and systems			