

Promotion Planning Template

Basic Promotion Info

Promo Name: _____ Promo Type: _____

Promo Timeline: _____

Promo Audience: _____

Additional Notes:

Promotion Logistics

Promo Goal: _____

Promo Entry: _____

Promo Eligibility: _____

Promo Reward(s): _____

Participant Experience

What could go wrong?

1. _____
2. _____
3. _____

How will you solve it?

1. _____
2. _____
3. _____

Preparing for Reporting

What analytics do you need? Why?

1. _____
2. _____
3. _____

How often will you measure analytics?

What will your report look like? (Draw a picture, list the analytics you'll measure, etc.)

Email your completed template to info@epiinc.com and your dedicated account representative will reach out to help make your promotion a reality!