

# Actionable Promotional Marketing Tactics:

To maximize your promotional campaigns test these tactics.

Bear in mind that what works for one business, may not work for yours.

*Also, each time you run a price-related special, its ability to generate business erodes. For this reason, it's a good idea to continually change your offering. Also always be testing!*

- **Create an annual calendar of promotions.** Aim for one promotion a month for most B2C businesses.
- **Manage post-purchase relationships.** Don't overlook post-purchase relationship building. Use your messaging and content to ensure customers keep your products with "how to" content and to upsell them related or additional products.
- **Track special purchases such as birthdays and anniversaries.** For example, I sent my sister-in-law a bottle of wine for her birthday. This year, I called the same store that made a delivery to her office last year. They should have me on a reminder list to lock in my purchases.
- **Plan special promotions for slow sales periods.** For example, offer deferred savings to holiday shoppers when they buy in January. Alternatively use slow periods to celebrate your business's anniversary.