

Promotions

Grab your writing tools and use this workbook in tandem with the interactive videos and/or website to work on your promotional plan!

Fostering meaningful connections with individuals and groups in the community is essential to building a healthy environment for people to live, work, and play. We create meaningful connections through conversation and effective communication.

The Promotions Pillar focuses on the tools, best practices, and strategies to help you effectively communicate and connect with your community!

Let's work through the steps!

[Visit the Promotions Pillar Online](#)



STEP 1

Check-In

Whether you are selling a product or delivering a service, having a strong promotional plan is important to the success of your initiative. **Let's work through Step 1 together and establish the who, what and when of your promotions!**

To help you get started, think of:

- » What are you promoting, **a product or a service?**
- » **Who is your target audience?** What are their values, interests and motivations?
- » Does your product/service **fill the needs** of the target audience?
- » **When** do you plan to launch or promote this product/service?



STEP 2

Prioritize Your Focus

Remember: Simplifying and targeting your messaging will make it effective, and long-lasting.

Develop a strong core message by understanding the opportunities, threats, and needs in your community:

- » **What is the overarching message** you want to communicate to your audience?
- » Does your messaging incorporate the principles of **equity, diversity and inclusion**?
- » Is your audience able to **identify with your messaging**?



STEP 3

Take Action!

Once you have developed a core message, use these steps to maintain effective promotions:

1. Complete a [SWOT Analysis](#) of your product or service: Identify what Opportunities you want to act on and what Threats you want to mitigate.
2. Develop an effective message. Check out this [effective messaging template](#) to get help you get started.
3. Time your promotions. Plan ahead to coordinate with holidays, seasonal events, and/or with other programs.

★ Key Considerations

Apply an EDI lens to your messaging by:

1. Checking your assumptions
2. Asking about inclusion

Reflection

Reflecting and celebrating your work is essential to help you and your team learn and allow you to showcase your successes!

- » How often will you evaluate how effective your promotions are?