



# Marketing Articles

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## PLANNING YOUR YEARLY PROMOTIONS

When planning your marketing promotions for the year, a detailed strategy should be developed based on specific company objectives. This is the key to a successful campaign. Activities should be planned that will achieve these objectives. Promotional products should also be decided.

Determine which advertising tools you will use to maximize your marketing budget. Remember not to put all of your budget into one form or type of advertising media. There should be a mix of digital marketing (emailers, social media, websites), radio, newspaper, print (flyer inserts) and direct mail pieces (newsletters and postcards) as well as television, if your budget allows. Communicate a clear message in all media, and be sure to develop a consistent look with a professional graphic identity. The look should convey your image and brand.

The success of any marketing campaign may depend more on the advertising agency selected than the total budget. Most businesses cannot support an in-house advertising department to supply the expertise and services needed for professionally executed campaigns. At Solutions Pet Marketing, we offer affordable, professional advertising tools for the pet industry. If you would like personal assistance in developing a marketing campaign, give us a call at (610) 690-7345.