

# Promotion Performance Review Checklist

Use this checklist to evaluate the effectiveness of your promotional campaigns and identify areas for improvement.

## Set Clear Goals

- Identify specific objectives for the promotion (e.g., increase sales, boost brand awareness, drive website traffic).
- Establish measurable KPIs (e.g., number of sales, website visits, social media engagement).

## Analyze Promotion Reach

- Measure the total audience reached (e.g., through social media, email marketing, paid ads).
- Compare reach against initial targets.

## Assess Engagement Metrics

- Track customer interactions (e.g., likes, shares, comments, click-through rates).
- Measure conversion rates (e.g., from clicks to sales, sign-ups).

- Evaluate time spent on promotional content.

## **Evaluate Sales Impact**

- Compare sales figures before, during, and after the promotion.
- Identify any spikes in sales and determine what triggered them.
- Assess whether the promotion led to repeat purchases.

## **Collect Customer Feedback**

- Send surveys or request feedback from customers who participated in the promotion.
- Analyze feedback to understand customer satisfaction and perceived value.

## **Review Budget and ROI**

- Calculate the total cost of the promotion (e.g., advertising spend, discounts offered).
- Compare costs to the revenue generated to determine ROI.
- Identify areas where spending could be optimized.

## **Monitor Competitor Activity**

- Research how competitors reacted to your promotion (e.g., did they run similar campaigns?).
- Analyze their engagement and results, if possible.

## Identify Strengths and Weaknesses

- Highlight aspects of the promotion that performed well.
- Note any challenges or obstacles faced during the promotion.

## Optimize for Future Promotions

- Use insights gained to adjust future promotional strategies.
- Consider changes to targeting, messaging, or channels based on review findings.

## Document Key Takeaways

- Summarize the overall success of the promotion.
- Record lessons learned and recommendations for future campaigns.