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|   |   |   |   |   | **01** |   | **Promote a new product** |  |   |
|   |   |   |   |   |   |   |   |
|   |   |   |   |   | To choose the best strategies for promoting a new product and gauge its popularity with consumers, marketers create to describe sales or consumer involvement targets as a result of marketing campaigns for new products. |   |   |
|   |   |   |   |   |   |   |   |
|   |   | **SAMANTHA RICHARDSON** |   |   |   |   |   |   |   |
|   |   | Marketing Manager |   |   | **02** |   | **Maintain customer loyalty** |  |   |
|   |   |   |   |   |   |   |   |   |
|   |   | It's critical to retain your awareness of business jargon and tactics when working in the marketing sector to improve your contributions. Marketing professionals may develop an efficient strategy for connecting with consumers and raising brand awareness with the aid of promotional goals. You can raise your professional profile and optimise campaign outcomes by comprehending and incorporating promotional goals into your marketing action plan.At the end, we will try to define promotional goals, review the reasons why having promotional marketing goals is crucial, and offer additional guidance on how to formulate promotional marketing goals. |   |   |   | Our business has a lot of competitors with similar products, which makes us develop rival marketing campaigns, enhancing our SEO rankings and using promotional offers to encourage customers to keep engaging with our business. |   |   |
|   |   |   |   |   |   |   |   |
|   |   |   |   |   |   |   |   |   |
|   |   |   |   | **03** |   | **Promote sales for an existing product** |  |   |
|   |   |   |   |   |   |   |   |
|   |   |   |   |   | Guide marketing initiatives for existing company product LXR500. This includes notifying the public of new features, designs or color options. Come up with creative ways to maintain or increase current sales numbers for a product. |   |   |
|   |   |   |   |   |   |   |   |
|   |   |   |   |   |   |   |   |   |
|   |   |   |   | **04** |   | **Encourage sales at retail locations** |  |   |
|   |   |   |   |   |   |   |   |
|   |   |   |   |   | Encourage employees of retail establishments to sell a specified quantity of their goods within a given period of time. Examine sales data over time for various retail locations to determine the effectiveness of internal promotional targets. |   |   |
|   |   |   |   |   |   |   |   |
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**MARKETING ACTION PLAN**