

TASK DETAILS	
Title	<b>PROMOTIONAL ACTIVITIES</b>
Type	TEAM
Activity Stage	BUSINESS PROCESS
Department	MARKETING
Duration	RECURRING
LEARNING OBJECTIVE	OUTPUT
	<ol style="list-style-type: none"> <li>1. Product/Service Campaign Plan</li> <li>2. Social Media Content Plan</li> <li>3. Promotional Email</li> </ol>

## INTRODUCTION

Promotion is a key element of marketing strategy, aimed at introducing products or services to potential customers and encouraging purchases. An effective promotional strategy not only creates brand awareness but also enhances the company's credibility and drives sales.

No	ACTIVITY
1	<p><b>Planning Social Media Content</b></p> <p>a. The Chief of Marketing will lead a team meeting to develop a two-week social media content plan.</p> <p>b. Use a content calendar template.</p> <p>c. Each entry in the calendar must include:</p> <ul style="list-style-type: none"> <li>• Date and time of posting</li> <li>• Content type (e.g., product photo, testimonial, tips, behind-the-scenes, promotion)</li> <li>• Content objective (education, promotion, engagement)</li> <li>• A brief caption with a clear call to action (CTA)</li> </ul> <p>d. Discuss and align the schedule with any ongoing product launches or campaigns.</p>
2	<p><b>Designing Product or Promotional Campaigns</b></p> <p>Define the campaign to be executed, for example: "New Product Launch Promo" or "End-of-Month Discount."</p> <ul style="list-style-type: none"> <li>• Create a campaign plan document including: <ul style="list-style-type: none"> <li>○ Campaign name and duration</li> <li>○ Campaign objectives (e.g., increase brand awareness)</li> <li>○ Target audience</li> <li>○ Distribution channels (social media, email, digital brochures)</li> <li>○ Key messages to communicate</li> <li>○ Type of offer (discounts, bundling, bonuses)</li> </ul> </li> </ul> <p>Once approved by the VP and CEO, add the campaign to the content calendar.</p>

3	<p><b>Creating Promotional Email Blasts</b></p> <ul style="list-style-type: none"> <li>• Write email content aligned with the campaign. Use a professional email structure: <ul style="list-style-type: none"> <li>◦ Compelling subject line</li> <li>◦ Personalized opening</li> <li>◦ Concise explanation of the product or offer</li> <li>◦ Clear call to action (CTA)</li> <li>◦ Company contact information and social media links</li> </ul> </li> <li>• Send the email using the official company email address.</li> <li>• Distribute emails to the list of potential customers gathered earlier.</li> <li>• Record email delivery details and customer responses, including: <ul style="list-style-type: none"> <li>◦ Date sent</li> <li>◦ Open/read status</li> <li>◦ Customer replies</li> <li>◦ Follow-up actions (e.g., sending catalogs, new offers)</li> </ul> </li> <li>• Once finalized, integrate the email content into the content calendar.</li> <li>• The email format template can be downloaded via the link provided in the Task Format section or through the portal.</li> </ul>
4	<p><b>Collaborating with the Design Team for Digital Advertising</b></p> <ul style="list-style-type: none"> <li>• For content planning and digital advertising, the Marketing team should work closely with the Design team to create unique visuals.</li> <li>• To ensure effective interdepartmental collaboration, the Marketing team must complete a Design Request Form whenever marketing materials are needed, such as: <ul style="list-style-type: none"> <li>◦ Print media (brochures, catalogs, posters, etc.)</li> <li>◦ Social media content</li> </ul> </li> <li>• The Design Request Form can be downloaded via the link provided in the Task Format section or through the VCI portal.</li> <li>• Ensure that all visuals align with the brand identity and campaign messaging.</li> <li>• Once completed, upload the finalized visual assets to the content calendar.</li> </ul>
5	<p><b>Evaluation and Follow-Up</b></p> <ul style="list-style-type: none"> <li>• Each week, the Chief of Marketing should gather the team to evaluate the results of promotional activities. Discussion points may include: <ul style="list-style-type: none"> <li>◦ Which content generated the most responses?</li> <li>◦ Which campaigns successfully attracted potential customers?</li> <li>◦ Were engagement targets met?</li> </ul> </li> <li>• Prepare a weekly promotional report to be submitted to the CEO and COO.</li> </ul>

## REFERENCE

**Kotler, P., & Keller, K. L. (2016).** Marketing Management (15th ed.)

**HubSpot Academy** – Free Email Marketing & Social Media Courses: <https://academy.hubspot.com>

**Hootsuite Blog:** Content Calendar Template & Social Media Planning Tools

**Canva Design School:** <https://www.canva.com/learn/design-school>

## TASK TEMPLATE

Content Plan ( [LINK](#) )

Promotional Email Format ( [LINK](#) )