

Retail Promotion Media Plan Example

1. Campaign Overview

- **Objective:** Drive foot traffic and online sales during Summer Sale Event
- **Target Audience:** Adults, ages 25-45, urban locations
- **Promotion Period:** July 1 – July 31
- **Budget:** \$10,000

2. Media Channels & Allocations

Channel	Tactics	Budget Allocation	Objectives
Social Media Ads	Facebook & Instagram Sponsored Posts	\$3,000	Reach, Engagement, Web Traffic
Email Marketing	Weekly Promotional Newsletter	\$1,000	Loyalty, Repeat Visits
In-store Signage	Posters, Window Decals	\$2,000	Foot Traffic, Awareness
Local Radio	15-sec Sponsor Messages	\$2,000	Reach, Brand Awareness
Google Ads	Search & Display Campaigns	\$2,000	Online Sales, Website Visits

3. Key Dates & Deliverables

Date	Activity
June 15	Finalize Media Assets
June 25	Launch Email Teaser
July 1	Campaign Start
July 15	Performance Check-In
July 31	Campaign End & Reporting

4. Measurement & Success Metrics

- Store Visits & Foot Traffic Increase (%)
- Online Sales & Website Conversion Rate
- Social Media Reach & Engagement
- Open Rate & CTR on Email Promotions
- Overall Revenue Lift During Promotion