

# Back-to-School Campaign Promotion Blueprint

## 1. Campaign Overview

- **Objective:** Increase sales of school supplies by 20% before the new academic year.
- **Target Audience:** Parents, students, teachers (K-12, college).
- **Timeline:** July 15 – September 5

## 2. Promotion Strategy

### Channels

- Email Marketing
- Social Media
- In-Store Signage
- Website Banners
- Digital Ads

### Core Offers

- 15% off on selected school supplies
- Buy 1 Get 1 on backpacks
- Bundle deals for essentials packs

## 3. Messaging & Creative

1. Highlight savings and convenience for families.
  2. Inspire excitement for the new school year.
  3. Use vibrant, uplifting visuals.
- Sample Headline:** "Gear Up for Success: Back-to-School Savings are Here!"

## 4. Campaign Timeline

Week	Activity
1–2	Teaser posts · Pre-campaign email blast
3–6	Main promotions · Social posts · Ads live
7	Last chance offers · Countdown posts

## 5. KPIs & Measurement

- Sales revenue from campaign SKUs
- Email open/click rates
- Website traffic & conversions
- Social media engagement