

Festive Season Retail Promotion Plan

1. Promotion Overview

Objective

E.g., Increase footfall by 20% during Diwali festival

Promotion Period

E.g., 1st Nov 2024 to 10th Nov 2024

2. Target Audience

E.g., Young families, working professionals, students

3. Promotion Details

Promotion Type	Description	Channels
Discount Offers		
Bundle Deals		
Loyalty Rewards		
In-store Events		

4. Marketing Channels

- Social Media Campaigns
- Email Newsletters
- In-store Signage
- Local Advertising

5. Budget Allocation

Activity	Budget (Amount)	Notes
Digital Marketing		
In-store Displays		
Promotional Merchandise		
Event Hosting		

6. Timeline

Task	Responsible	Deadline
Content Creation		
Ad Placement		
Product Sourcing		
Store Decoration		

7. Success Metrics

1. Sales Growth (%)
2. Customer Footfall
3. Social Media Engagement
4. Customer Feedback / Satisfaction

8. Notes / Additional Information

Any other relevant info...