

# 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...