

Seasonal Discount Campaign Proposal

for Retail Stores

1. Executive Summary

This proposal outlines a comprehensive Seasonal Discount Campaign designed to boost sales, attract new customers, and foster customer loyalty throughout the upcoming holiday season.

2. Campaign Objectives

- Increase foot traffic by 30% during the campaign period
- Achieve a minimum 20% uplift in total sales compared to the previous season
- Expand customer base by attracting first-time buyers

3. Proposed Campaign Timeline

Phase	Dates	Activity
Preparation	Oct 1 – Oct 31	Staff training, marketing material design, inventory checks
Launch	Nov 1	Official campaign kickoff, promotions go live
Campaign Period	Nov 1 – Dec 31	Discounts available in-store and online
Wrap-up & Review	Jan 1 – Jan 7	Performance analysis, customer feedback collection

4. Discount Structure

- Up to 50% off selected items
- Buy-One-Get-One (BOGO) deals on apparel and accessories
- Loyalty program: Extra 10% off for club members

5. Marketing Channels

1. Storefront displays and in-store signage
2. Email marketing campaigns
3. Social media promotion (Instagram, Facebook)
4. Local flyers and newspaper ads

6. Budget Overview

Category	Estimated Cost
Marketing Materials	\$2,500
Advertising	\$3,800
Staff Training & Overtime	\$1,400
Promotional Discounts	\$5,000

7. Success Metrics

- Increase in sales revenue

- Number of new and returning customers
- Engagement rates on marketing channels
- Customer satisfaction scores

8. Conclusion

Implementing this Seasonal Discount Campaign will position our retail store for significant growth during the holiday period, driving both immediate revenue and long-term customer loyalty.