

## Promotions ROI Builder Template

Steps for Personalized Promotions	Define Your Target Promotion
<b>Step 1: Identify a group of customers for a target and create a target customer list.</b>	e.g. Group based on customer value, visit cadence, average basket, core values, personal attributes, and/or products
<b>Step 2: Target a change in buying behavior.</b>	e.g look at current buying patterns. Target a % increase in visit frequency or basket size.
<b>Step 3: Create a promotion that would motivate this group to buy.</b>	e.g choose marketing channel and promotion attributes based on demographics, product preferences, etc..
<b>Step 4: Evaluate Promo ROI</b>	e.g. Calculate promotions ROI (sales lift / discounts x seasonal adjustment).
<b>Step 5: Add the successful promotion strategies to your marketing playbook</b>	E.g. Record promotion type, channels, subject lines, offers, and outcomes (changes in sales lift, visits, basket and ROI)