

BAR PROMOTION PLANNER

www.bigbarpromotionideas.com

2 MONTHS - 2 WEEKS IN ADVANCE

Identify available dates for your promotion
Ensure date does not conflict with other events or promotions

Choose a Promotion from the Toolkit
Ensure items needed are in season/available for this date

Calculate Breakeven Amount for Promo
Use the Promotion Calculator in the Promotion Toolkit to stay within budget

Order items with long lead time
Include beverages, props, dancers, external staff, security etc

Add Event to Website Calendar/Online
Add to Facebook, Internal Staff Planner & ensure key staff are not on holiday

plan

2 WEEKS IN ADVANCE/DURING PROMO

Send out Email Newsletter 14 Days in Advance of Promotion

Send Facebook invite to all fans and followers 10 Days in advance

Start the first Tweets on Twitter about the Promotion asking who's attending

Reconfirm External Staff & Schedule Staff in house for the event 10 days in advance

Follow up on all ordered props and items needed for the Promotion

Notify Press Contacts using your Press Contact List from the Promotion Toolkit

Touch base with Joint Venture Businesses to ensure everything is on track

Update Twitter, Facebook & LinkedIn & send out SMS message 7 days in advance.

Ensure internal advertising is in place and highly visible

LIGHTS, CAMERA, PROMOTION

Take photos & video during the promotion of as many customers as possible

Update Facebook & Twitter during the Promotion with a Picture or Video

Announce during Promotion that Photos & Videos will be available online tomorrow

promote

IMMEDIATELY AFTER PROMO

traction

Upload all photos to Facebook, Website, Flickr etc

Ask all Facebook fans to Tag themselves in the photos & videos

Send Email to all subscribers with details of winners, photos, videos of Promotion

Reply to all Tweets received during Promotion & thank attendees. Add photo too.

Use recommended tools in Promo Toolkit to monitor mentions of Promo online & engage

Email results of Promo (winners etc) to Press Contacts on Press Contact List

Measure Success of Promotion in \$£€ & growth in # of online fans, followers & emails

Take your cash to the bank, make a note of the lessons learned & plan the next promo!!!

FILL YOUR BAR