



Instructions

2

Promotion Name:	Start Date:
Description: 1	
Distribution:	

? Month		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
3	Calls																															
	Appts																															
? Month		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
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	Calls																															
	Appts																															

NOTES

- 1) Fill in the NAME and brief DESCRIPTION of your promotion.
Record the places and methods you used to DISTRIBUTE the promotion.
- 2) Be sure to include the DATE when your promotion started
- 3) Let your promotion run for 30-60 days, then track it for two months after it ends. Label the MONTHS in the space provided. Whenever you get a call, ask "How did you hear about me?" Make a mark under the appropriate DATE (1 to 31) when you get a call or book a wedding that can be directly attributed to the promotion.
- 4) Two month after the promotion has ended, perform the cost analysis to measure the success of your promotion.

ANALYSIS

Promotion Cost		4
Divide by # of Calls	÷	
Cost per Lead		
 Promotion Cost		
Divide by # Appointments	÷	
Cost per Appointment		
 Total Sales from Promo		
Minus Promo Costs	-	
Net Profit from Promo		

