

# promotional marketing

engaging consumers, customers and staff across all media

## How to Run Smooth Promotions

By Enable (Marketing & Promotions) Ltd

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For your next Promotion – consider this!

Markets are becoming progressively more competitive and are also developing into new areas. Consequently, there is greater pressure on marketers and agencies to produce highly creative, eye-catching, innovative and compelling promotional marketing campaigns, which excite the trade and drive sales for the brand or service.

While creativity is essential, it often produces operational problems as the boundaries are pushed and new ideas explored or old ones re-created. This will not prove problematic provided **Operational Management** experts are called in from the outset to assist in the planning and execution of the promotion.

Operational Management, as the name implies, is involved in taking the creative ideas for a promotional marketing campaign and turning them into reality. Operational Management provides services to meet the specific requirements of:

- **Compliance**
- **Security**
- **and Logistics**

The purpose is to ensure the delivery of a fair and honest promotional marketing campaign, on-time and within budget, to meet ROI expectations and enhance brand value.

The digital era has had a major impact on promotional marketing. While it has brought great opportunity, it has also brought its own unique threats.

Prior to the digital era, promotions were far more localised and controllable. Today, social media has made every promotion, whether a traditional or an on-line promotion, global, and thus more difficult to control. Consequently, brand integrity is at greater risk.

Such risk could potentially exceed promotional budget. Therefore, the role of *Operational Management* has become more important.

This article explains, in broad terms, the role of *Operational Management*, and how it will enable promoters to run smooth promotions.

Imagine Operational Management as comprising three concentric circles.



The outer circle deals with *Compliance* issues, providing the broad framework for the promotion. The *Security* circle deals with issues protecting the promotion, while the *Logistics* circle provides the mechanics, or “nuts and bolts” of the promotion, of how it's run.

## **1. Compliance**

All promotions need to be compliant in terms of industry, legal, moral and ethical issues. These compliance issues set the broad framework within which the promotion operates.

### *Industry standards*

The Committee of Advertising Practice (*CAP*) in the UK sets out clear guidelines which need to be adhered to. Unfortunately, sometimes these guidelines and other industry best practices are ignored, resulting in complaints about the administration or fairness,

or integrity of the promotion, thereby adversely affecting the promotion and brand.

### *Legal standards*

Terms & Conditions need to be thought through and carefully drafted to comply with the laws of the land in order not only in words but actions to protect the promoter. Consideration to customer rights and wrongs of those entering also need to be understood thus ensuring there are no loopholes which potential fraudsters can exploit to undermine the activity.

This is particularly important for digital promotions, where poorly drafted T&Cs can result in a multitude of security or implementation issues.

### *Moral and ethical standards*

A brand's integrity can be compromised where scant regard is paid to broader social issues, such as moral, ethical, racial, religious, environmental and political issues.

## **2. Security**

Promoters must ensure promotional marketing campaigns comply not only up front with the T&Cs but also during implementation i.e. throughout the promotion these controls and standards must be policed thus promoters are not exposed to any form of fraudulent activity or potential undermining.

As much as the Internet has allowed for greater customer interaction, it has also increased anonymity; people can hide their identity, believing they can commit fraudulent acts with immunity.

Scamming promotions has increased, sometimes for financial gain, sometimes just for the hell of it. Fake IP addresses, multiple emails, finding a “chink” in the promotion, the use of macros, scripts and apps to automatically generate thousands of entries, are just some of the issues. People will also attempt to hack sites.

So, if you are planning on running an on-line promotion, then attention should be paid to, amongst other things at the very least:

- 1) Eliminating automatic entry submission;
- 2) Eliminating potential site hacks;
- 3) Setting up secure form validation.

The above will help ensure relatively 'clean' participation. However, the data still needs to be 'washed' further by sophisticated data analysis programs (called 'washtub technology'), capable of identifying entries not complying with the terms and conditions of the promotion.

For conventional promotional campaigns, every effort needs to be considered to ensure the correct, genuine, original and intended prize makes it into the marketplace in a fair and random manner. Again, procedures and protocols need to be set up and available

from the beginning and through every stage.

Unique code printing on pack, or on coupons (for which we have developed sophisticated technology, capable of working with any printer,) helps in ensuring 'clean' entry submission. However, again this data needs to be 'washed' by bespoke data analysis software, to eliminate the chance of fraudulent entries.

Using limited code ranges in promotions (i.e. codes which are not unique,) can be a recipe for disaster.

### **3. Logistics**

Logistics deals with the mechanics of the promotion, or "how it works". Every element or process within a promotion needs to be:

1. Planned;
2. Developed;
3. Documented;
4. Tested;
5. Implemented;
6. Managed;
7. Audited.

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### **About Enable (Marketing & Promotions) Ltd**

Enable Operational Management experts will help guide you through the minefield to deliver a promotional marketing campaign which meets ROI expectations and enhances brand value.

Enable offer a complete security service, for any promotional campaign, whether digital or conventional and have years of experience and practical solutions to overcome numerous problem areas.

Enable have been world leaders in the field of *Operational Management* for the past 20 years. Please contact **00 44 1934 853770** or go on-line at [www.enablemp.com](http://www.enablemp.com) to learn more about Enable's services.

### **About Promotional Marketing**

Promomarketing.info and is now the leading source of online news, reviews and in-depth features and analysis about all aspects of the promotional marketing industry in the UK. The aim of the website is to fulfil the needs of client marketers, agencies and

suppliers to the sector. Promomarketing.info keeps readers up to date with the latest industry news, information relating to new campaigns, and features. The promotional marketing industry is all about using marketing communications to get people to do something through a variety of channels. This can be buying a product or service, voting for a favourite act and giving to or supporting a charity.

Promotional marketing can also involve getting people to stop doing things – like smoking, for example, or eating unhealthy foods. It can be communicated through channels such as broadcast, print and digital advertising, direct marketing, in-store, shopper, experiential, coupons, competitions, value added and price promotions, and employee and retailer engagement and incentive programmes. The aim is to report on all marketing communications that include a call to action - a message that gets a target audience to commit to do something or to change behaviour in some way.

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