**PROMOTIONAL CAMPAIGN EVALUATION**

For a useful analysis of your promotional campaign's success, consider the following criteria:

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| SALES FIGURES |
| 1. Percentage growth following the campaign (%)
2. What requirements did the percentage meet?
3. What is the increase in sales revenue?
4. Other reasons for increased revenues not associated with advertising for example economic boom
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| MARKETING GOALS |
| 1. Evaluate original marketing goals
2. Are you in the correct market?
3. Is it the most profitable market for the company
4. How much has the company market share increased?
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| ADVERTISEMENT CONTENT |
| 1. What do the company adverts communicate to the public
2. Are the adverts fulfilling their purpose
3. Does the target market respond to the central market
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| MEDIA MIX  |
| 1. Which medium proves to be the most successful
2. Is the audience reached often enough

Compare sales and inquiries that each medium generates (there may be a little ambiguity here—a customer may be acting on a direct mail coupon but already feel comfortable with your company due to radio ads): |