

# PROMOTION CHECKLIST

## Campaign Launch (first two days)

- Sell the first few shirts.** Quickly build momentum by encouraging your loyal followers to purchase early. Consider placing an order yourself!
- Announce your campaign.** Introduce the launch of your t-shirt campaign across primary communication channels. These are the messaging platforms that reach (and connect) you to your target audience the best.
- Encourage likes and shares.** Remind buyers to share about their purchase!

### *Pro Tips: Announcements*

- Share to your secondary social platforms.** This may be Twitter, Instagram or Pinterest.
- If you have a Facebook Page,** “Pin” the announcement post to the top of your page.
- Send an email introducing your latest endeavor.** Use customer email lists or newsletter subscriber lists, if possible.
- Update your website** by including a link on your homepage or ‘Store’ section of your site.

## Mid-Campaign (halfway point)

- Post creative, shareable images.** Stand out on news feeds by sharing an image, gif or video related to your campaign. Simple graphics of custom t-shirt work well on social media.
- Make an update on progress.** Share progress toward sales goals and encourage shoppers to purchase before it’s too late.
- Tell the story behind the campaign.** Allow your audience to know a little bit about the story behind the custom shirts like the artwork or the larger mission of the seller or beneficiary.

### *Pro Tips: Creative Content*

- Use your blog** to publish the story behind your Bonfire shirts. This allows you to push out another unique message to communicate the larger purpose of your campaign.
- Plan and create visuals** with resources like Placeit.net or Fiverr to go to market with a great variety of content.
- Alert local media and targeted news blogs** by emailing journalists and reporters or by publishing a press release.

## Campaign Ending (last two days)

- Emphasize limited availability.** Let people know your custom campaign for made-to-order shirts is winding down. Folks on the fence will be encouraged and reminded to purchase.
- Make one last push.** Encourage last-minute buyers within the last 24 hours to purchase before the clock strikes 12 AM EST.
- Give thanks and communicate the impact** these t-shirts made on helping your mission, connecting with your audience, and reaching your goals.