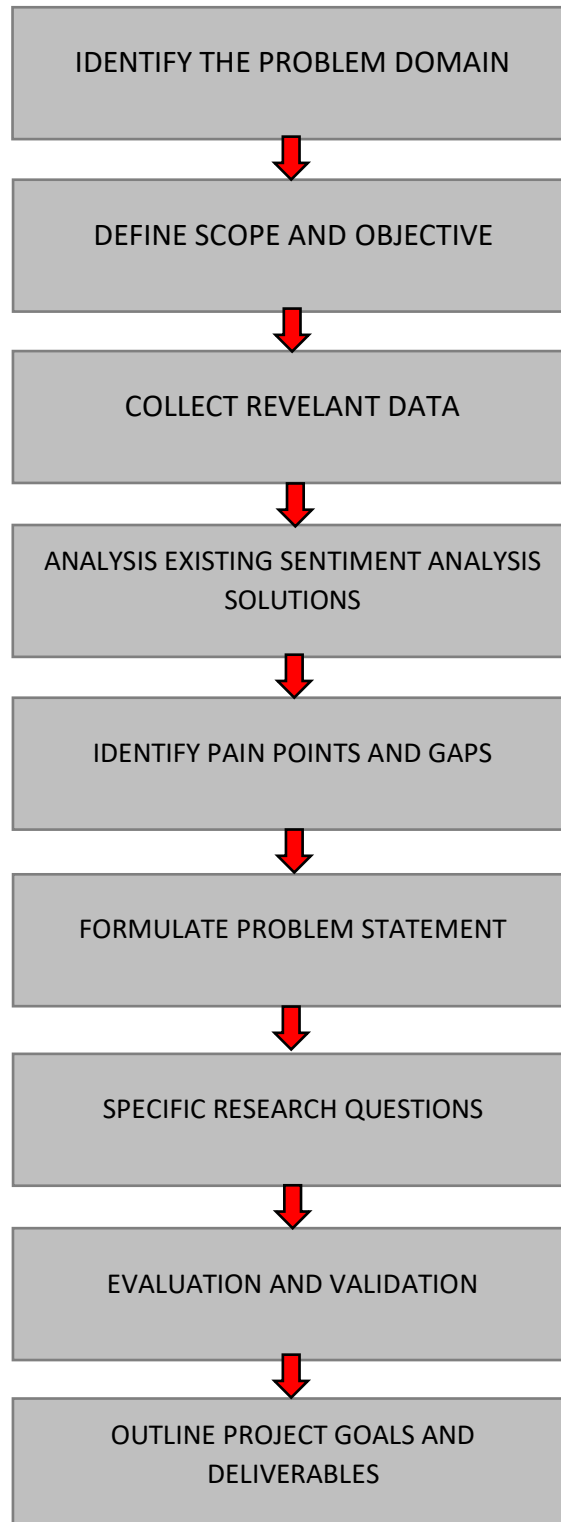


## **PHASE 2**

### **PROJECT TITLE: SENTIMENT ANALYSIS FOR MARKETING**

#### **1.DESIGN FOR PROJECT TO SOLVE THE PROBLEM**



## **2. COMPLETE STEPS THAT WILL BE TAKEN BY ME TO PUT MY DESIGN THAT ME THOUGHT OF IN PREVIOUS PHASE INTO TRANSFORMATION.**

### **1. Market Research and Analysis:**

- Begin by conducting thorough market research to understand the target of audience, their preferences, and the competitive landscape.
- Analyze market trends, consumer behavior, and the unique selling points of product or service.

### **2. Set Clear Objectives:**

- Define specific and measurable objectives for sales promotion campaign.

### **3. Design Innovative Promotions:**

- Based on research and objectives, develop innovative sales promotion ideas that resonate with the target audience.
- Consider various promotion types, such as discounts, bundles, contests, loyalty programs, or referral rewards.

### **4. Budget Planning:**

- Allocate a budget for sales promotion campaign, considering the costs of promotion creation, advertising, and monitoring.
- Ensure that our budget aligns with objectives and expected ROI (Return on Investment).

### **5. Creative Development:**

- Create eye-catching and engaging promotional materials. This may include designing digital or print ads, graphics, social media posts, and website content.

- Develop compelling messaging that communicates the value of promotion.

## **6. Technology Integration:**

- Promotion involves digital channels, ensure that website, e-commerce platform, and customer relationship management (CRM) system are capable of supporting and tracking the promotion.

## **7. Testing and Optimization:**

- Before launching our campaign to a wider audience, conduct A/B testing to refine our promotion's effectiveness.
- Optimize based on early results, adjusting elements like timing, messaging, and targeting as needed.

## **8. Legal and Compliance Considerations:**

- Ensure that the promotion complies with relevant laws and regulations, such as consumer protection and privacy laws.
- Clearly outline terms and conditions, eligibility criteria, and any legal disclaimers.

## **9. Promotion Launch:**

- Deploy the sales promotion across chosen channels, whether it's through website, social media, email marketing, or other platforms.
- Coordinate the timing of the launch to maximize visibility and impact.

## **10. Monitoring and Measurement:**

- Continuously monitor the performance of promotion in real-time. Track key metrics like website visits, conversion rates, sales, and customer feedback.
- Use analytics tools to gain insights into how promotion is performing.

## **11. Customer Engagement:**

- Engage with customers who participate in promotion. Respond to inquiries, provide support, and encourage user-generated content (e.g., reviews, social media shares).

## **12. Feedback and Adaptation:**

- Collect feedback from participants and analyze their responses to improve future promotions.
- Be prepared to adapt strategy based on market changes or shifts in customer behavior.

## **13. Post-Promotion Analysis:**

- After the promotion concludes, conduct a thorough post-mortem analysis to evaluate its success against objectives.
- Assess the ROI and the impact on sales, customer acquisition, and brand awareness.

## **14. Documentation and Documentation:**

- Document the entire process, from planning to execution. This documentation can serve as a valuable resource for future promotions.
- Identify lessons learned and areas for improvement.

### **15. Sustainability and Long-Term Strategy:**

- Consider how promotion fits into long-term marketing and business strategy.

### **16. Feedback Loop:**

- Establish a feedback loop with marketing team, sales team, and customers to gather insights and continuously refine the sales promotion strategies.