Challenge 4: Build a Promotion

Scenario

Since this is a new product bundle, marketing wants to create a promotion to test-market it in a single region. Marketing selected New York state in the USA as the test-market and then worked with Google to develop an introductory offer for this region.

Goals

- Create a working promotion solution based on the requirements provided in the scenario
- Create and implement appropriate time plans and time policies for your promotion to meet specified requirements
- Demonstrate effective use of pricing and cardinality overrides within your promotion to meet requirements

Tasks

1. Review the marketing requirements for the *Google Cloud Collaboration* promotion
2. Build the promotion in the Product Console
3. Test the new promotion in the Cart
4. Score your promotion solution

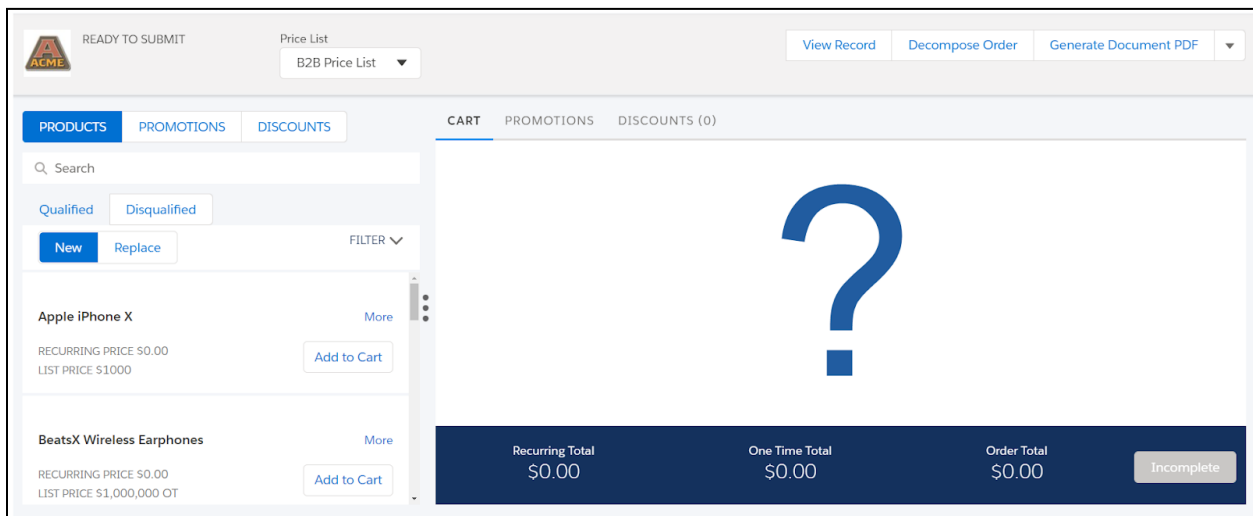## Task 1: Review the Marketing Requirements for the Promotion

NEW Google Cloud Collaboration

Description	6-month introductory pricing for business accounts in NY with promo code GETCLOUDY, includes FREE Google Home virtual assistant
Promotion Product	Cloud Collaboration Suite, 1-user pack
Promo Code	GETCLOUDY
Start/End	Service starts on day of purchase / ends 1 year later unless customer opts-in
Effective Dates	May 1 – Dec 31
Promo Pricing	10% off all network service products—NOT durable goods or support products
	FREE Google Home virtual assistant
Promo Pricing Duration	6 months
Requires	Google Home virtual assistant
Restrictions	Maximum 5 promotions per account
Target Market	B2B accounts in NY

Task 2: Build the Promotion using the Product Console

Once you have your plan established, it is time for you to create your Google Cloud Collaboration promotion using the Product Console.

Dashboard								
Product Management			**Pricing**			**Rules**		
Product	Q	+	Price List	Q	+	Function	Q	+
Promotion	Q	+	Pricing Plan	Q	+	Context Action	Q	+
Discount	Q	+	Pricing Variable	Q	+	Context Dimension	Q	+
Offer Migration Plan	Q	+	Time Plan	Q	+	Context Scope	Q	+
			Time Policy	Q	+	Object Level Rule	Q	+
						Rule	Q	+
						Rule Set	Q	+
Foundation			**Metadata**			**Layout Management**		
Attribute	Q	+	Object		Q	Facet	Q	+
Picklist	Q	+	String Translations		Q	Section	Q	+

Task 3: Test Your New Promotion in the Cart

Create a new order in your Cart and test out that all the criteria specified by the Marketing Team are met. This will include testing the maximum number of promotions per account, availability by account type and region, and a "requires" product relationship. Before you start, it may help to create a test plan to ensure you haven't left anything out.

Task 4: Score your Promotion Solution

Required	
Promotion Feature / Functionality	*Points*
☐ Create a promotion	1
☐ Create a time plan	1
☐ Set promotion cardinality	1
☐ Set the promotion time plan/policy	1
☐ Create a promotion pricing override	1
☐ Create a promotion product cardinality override	1
Total	
Nice to Have	
☐ Set the promo code	1
Total	
Pricing Solution Score	