

Best Practices for Promotional Campaigns



Promotional campaigns work best when they're purposeful, well timed, and on brand.



Whether you're launching a new product, supporting a sales push, or boosting brand engagement. The right promo strategy makes all the difference.

Here are a few best practices we live by:



Start with your audience,
understand what they value



Set clear goals: awareness,
leads, retention, or sales



Keep branding consistent
across all materials



Integrate with other channels, events, social, email, and landing pages



Choose quality over quantity, the right item tells a better story



Plan ahead for shipping, fulfillment, and follow-up



Track performance and optimize for next time

A great campaign
isn't just memorable,
it's measurable

