

ASSIGNMENT

PROMO
KIT



CREATE A PROMO KIT

CHOOSE YOUR FOCUS

Choose a feature to highlight.

What is the behavior you want to reinforce?
(sign up, buy, order, join, register, refer, purchase)

Let's sort it out.

What is the timeline? How long will the promo run?

What is the difference maker? (reduced rate, extra value, a bonus item)

List out all the benefits- a combination of true benefits and features.

3 QUESTIONS

Let's get a few more pieces of information:

Write out your video script.

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EXTRA SPACE FOR YOUR WORK