

Promotion Log Sheet

Date:	Promotion Name:	Target Market:

Costs of Promotion:

Type of Promotional material: (postcards, flyers, etc)	Number of Pieces:	Cost:	Postage:	Total cost:
Other expenses: (signage, advertising, extra labor, etc)				
Total Cost of Promotion:				\$ _____

Results of Promotion:

To determine if the promotion was successful, you will need some final numbers.

Number of inquiries generated: _____ Even if they do not book, this is still good information

Total sales: \$ _____	Number of sales: _____	Average Sale Amount: \$ _____ (Total sales divided by number of sales.)
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Total sales: \$ _____	Total Promo Expenses: \$ _____	Income Generated: \$ _____ (Subtract the promotional expenses from the total sales.)
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Total Promo Expenses: \$ _____	Number of sales: _____	Cost of getting each sale: \$ _____ (Total promo expenses divided by the number of sessions you did.)
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Things to change for next time:

Include a hard copy of each piece, or a photograph of large displays on the facing page.

