**PROMOTION STRATEGY TEMPLATE**

Use this template to plan your reusable switch promotion. Complete one row per action, then copy the table into your Program Plan.

| ***Action*** | ***Tasks*** | ***Resources needed*** | ***Comms channel*** | ***Delivery timeframe*** | ***Who is responsible*** |
| --- | --- | --- | --- | --- | --- |
| *Example - Media Release to all print and digital media channels* | *1. Develop copy and images*  *2. Obtain approval*  *3. Send MR to the communications team to schedule release* | *-Professional program images*  *-Media list* | *Email* | *Release August 1* | *Project lead* |
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