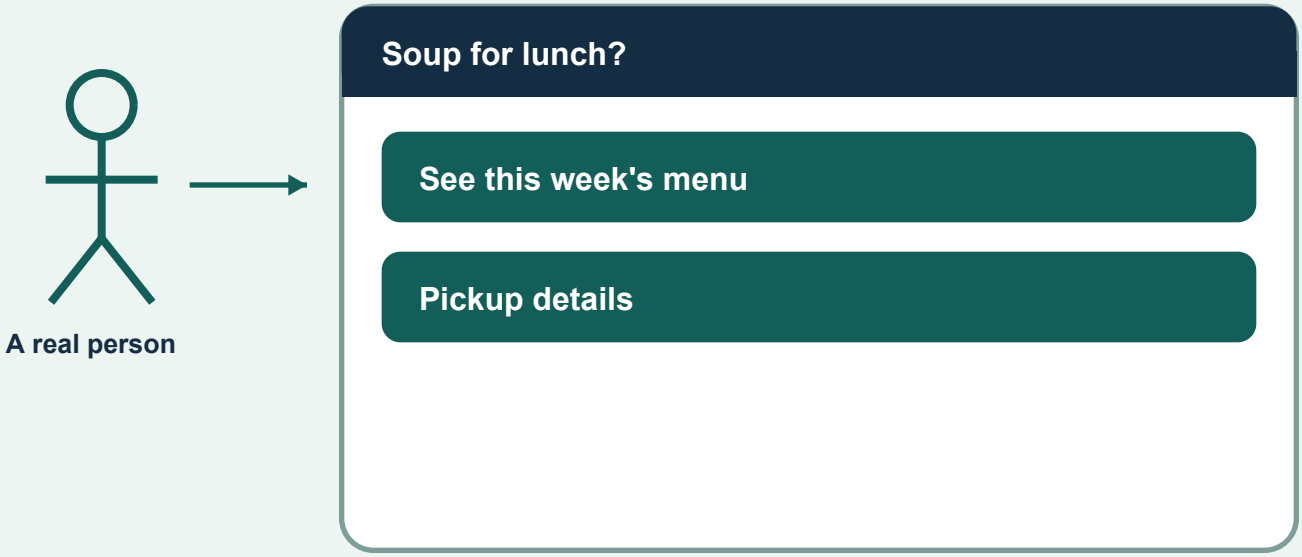
Plan one small promotion

What this means

A campaign is a message you share for a particular purpose over a set time. It can be a useful update or event, not necessarily a discount or paid ad.

A real-life example

A cafe wants lunch customers to find the soup menu and pickup instructions. For two weeks, its counter sign and business-page post point to the same menu page.



Simple teaching picture. Example business; not a live screen.

Your job

Try the route yourself. Use the tools you already have, and ask for help at the first confusing step.

Step by step: start here

1

Choose one goal.

For the cafe, write 'Help people find the lunch menu and understand pickup'. Keep the first test small enough to manage.

2

Write the useful details.

Name the soup, lunch hours and pickup location. Use real information. If something has limited availability, say so clearly.

3

Choose one page.

Put the menu and pickup details together. A customer should not have to search through several old posts to find the answer.

Picture the route



Before you continue

Explain the first three steps in your own words. If a link, account or permission is missing, write that down before moving on.

Finish the task and check it

4

Prepare one post and one sign.

Try: 'Lunch made easier. View this week's soup and pickup details: [link].' Use the same approved page for the post, QR and NFC tap.

5

Set dates and test.

Write down when the message starts and ends. Ask the owner to approve it. Test the links and make sure staff can explain the pickup process before sharing.

6

Review and tidy up.

Count the agreed lunch orders or inquiries and note other factors such as closures. Remove expired messages. Decide whether to repeat or change the idea.

How you know it worked

The approved message runs for a known time, reaches a working page and has a clear review date.

Show someone the result on your phone. If you get stuck, write which step stopped you and ask for help with that step.