Promo Parity Checklist Guide

This checklist is designed to help you evaluate the alignment of your weekly promotions across all marketing channels. By checking each box where you have a process, tool, or practice in place, you can identify areas of strength and opportunities for improvement. Use the Promo Parity Maturity Scale at the end to determine your current stage and next steps.

Target Completion Time: 15–20 minutes
Recommended Participants: Marketing Director, Merchandising Lead, Digital Manager

1. Promo Strategy & Planning

☐ Promotions align with quarterly business priorities and merchandising goals.

☐ A shared promotional calendar is accessible to marketing, merchandising, and store operations.

☐ Weekly promo themes are planned at least 4 weeks in advance.

☐ Cross-functional stakeholders review and approve promotions before launch.

☐ Promo strategy accounts for seasonal trends, competitive landscape, and customer behavior.

2. Offer Consistency Across Channels

☐ Website hero banners reflect current weekly promotions with accurate offers and dates.

☐ Category pages display promotion badges, banners, or messaging aligned with the promo calendar.

☐ Local landing pages show relevant promotions for specific geographies.

☐ Email campaigns feature the same offers, creative, and messaging as other channels.

☐ Paid search & paid social ads include promo messaging and link to correct landing pages.

☐ Google Business Profiles are updated weekly with promotion posts or offers.

☐ Product feed promotions include sale prices, badges, and promo metadata.

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3. SEO & AEO (Answer Engine Optimization) Readiness

☐ Structured data is in place for promotions, offers, and events.

☐ Promo landing pages have clear metadata that reference the offer.

☐ Offer language is clear and easy for AI systems to interpret.

☐ Landing pages align with promo keywords and customer search intent.

☐ Promotion dates are machine-readable.

☐ Promos are indexed and discoverable by search engines and answer engines within 24 hours of launch.

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4. Operational Execution & Governance

☐ Promo start and end dates are accurate and synchronized across all channels.

☐ A formal approval workflow exists for promotional content before publishing.

☐ QA checklists validate promo accuracy across channels.

☐ Version control or change logs track updates to promotional content.

☐ A single source of truth exists for all promotional data.

☐ Roles and responsibilities are clearly defined.

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5. Measurement, Tracking & Performance

☐ Promo-specific UTM parameters or tracking codes are used across all digital channels.

☐ Attribution tracking measures which channels drive promo-related conversions.

☐ Regular reporting summarizes promo performance by channel.

☐ Insights are shared with key stakeholders.

☐ Incremental lift by promotion and channel is measurable.

☐ Post-promo analysis informs future planning and optimization.

Promo Parity Maturity Scale

Stage	Checked Boxes	Description
Ad Hoc	0–10	Promotions are inconsistent across channels. No formal process or single source of truth. High risk of customer confusion and lost revenue.
Organized	11–20	Some alignment exists. A promo calendar is in place, but execution is manual and siloed. Gaps remain in tracking and governance.
Integrated	21–30	Strong cross-channel alignment. Most channels reflect accurate promotions. Structured workflows, QA processes, and reporting are in place.
AI-Ready	31+	Fully synchronized promo operations. Promotions are structured, machine-readable, and optimized for AI/answer engines. Continuous measurement and optimization.

Next Steps

- 0–10 boxes checked? Start by creating a shared promo calendar and defining a single source of truth for promotional content.
- 11–20 boxes checked? Focus on cross-channel consistency and building structured workflows with QA checkpoints.
- 21–30 boxes checked? Invest in structured data, attribution tracking, and advanced measurement capabilities.
- 31+ boxes checked? You're a leader in promo parity. Consider sharing your playbook internally or with industry peers.

Questions or need help interpreting your results?

Contact Josh Becerra at josh.becerra@augurian.com