

## Campaign: **S.M.A.R.T.**

### 1. Objective:

- A) To raise awareness for S.M.A.R.T. and increase its profile in the skin protection market.
- B) To use the S.M.A.R.T. Cards + Lanyards as a lead generation tool to discuss the TBP strategy and MCP portfolio with a focus on driving increased compliance among existing customers.

### 2. When: January – March (Q4)

### 3. Target Audience/Customers: Tissue Viability Nurses, ward managers, nurses, caregivers

### 4. Marcomms/Marketing Collateral:

Marketing Collateral	Qty per TM/CNA
1. S.M.A.R.T. Information Flyer (LIT code to come)	Order as needed (Feb 1 <sup>st</sup> onwards)
2. S.M.A.R.T. Card Reprints (LIT847M)	Order as needed (Feb 1 <sup>st</sup> onwards)
3. S.M.A.R.T. Feedback forms (LIT code to come)	Order as needed (Feb 1 <sup>st</sup> onwards)
4. S.M.A.R.T. A4 Poster (LIT847SP)	Order as needed (Feb 1 <sup>st</sup> onwards)
5. TBP Range Brochure A5 (LIT059)	Order as needed
Other Marketing Activities to support the Campaign	Activity
6. Web Banners – S.M.A.R.T. Signup	Displayed on the Wound Care Handbook website 1 <sup>st</sup> Jan – 31 <sup>st</sup> March
7. Wound Care Handbook Full page advert	Published mid-February
8. Product Focus Article - MASD	Published late February
9. BJN advert to accompany MASD article above	Published late February
10. Wound Care People – Facebook Live Event	16 <sup>th</sup> January
11. Wound Care Today - Conference	26 <sup>th</sup> / 27 <sup>th</sup> Feb
12. Wound Care People - Roadshows	March/April

### 5. Outcomes expected:

- S.M.A.R.T. Cards distributed to customers (Please use the Campaign and Sales Activity Template)
- Number of S.M.A.R.T. Training sessions run (Please use the Campaign and Sales Activity Template)
- Number of feedback forms distributed (Please use the Campaign and Sales Activity Template)
- Any feedback forms completed and returned