Cost of the Program

Promotion: $16,800
PDA $10,000
Promotional Efforts
Promotion (Retail, Online)

Advertising and Media: $7,200

Tips:
- Ensure all promotion materials are visually appealing and consistent.
- Use social media platforms to increase brand awareness and engage with potential customers.
- Consider offering promotional discounts or bundled packages to encourage purchases.
- Monitor the performance of promotion efforts and make adjustments as needed.