

CREATE A PROMOTION PRIORITY

This guide discusses how to create a promotion priority in PromoAlley.

A promotion priority is a strategy used to plan the promotions on our networks or an external network. A promotion priority can be created easily from the Top-Line Strategies dashboard.

Before you get started, make sure you've selected the brand and date criteria in the TLS dashboard.

1. At the top of the TLS dashboard, select **Action** and select **Create Promotion Priority**. The Create Strategy form already contains the specified brand and strategy type.
2. Choose the show and series for the promotion priority. This content comes from our central repository, so new shows and series are added to the list automatically.
3. The tune-in date and time are automatically filled in based on your selected series. However, you can adjust the date and time as necessary.
4. Select the begin and end dates for the promotion's premiere and sustaining flights. The quarter and year are automatically added based on the flight dates.
5. Select one or more objectives (e.g., All New, Premiere, Sustaining, etc.) for the promotion priority.
6. Add any notes.
7. If you need to add multiple promotion priorities at once, select the **Add Another** checkbox. The system will pre-populate the promotion priority with the same information as the previous one.
8. When you've finished editing, select **Save**. A confirmation message appears, and the new strategy record is displayed.
9. You can use the breadcrumb links to navigate back to the TLS dashboard to see it listed there.