

Digital Marketing Campaign Overview

Description

There are 6 key elements to running a digital marketing campaign

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[rt_accordion_content title="1. Campaign goals and tracking" icon_name="icon-pin"]

Is the focus on creating brand awareness, customer acquisition or retention and growth? Define SMART objectives based on a simple funnel. Keep them tied to measurable KPIs and link to a cash value of revenue and profit – this way is easier to justify marketing spend.

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[rt_accordion_content title="2. Campaign insight and targeting" icon_name="icon-pin"]

Target audiences – use primary and secondary personas. Define demographics.

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[rt_accordion_content title="3. Key campaign messages and offers" icon_name="icon-pin"]

Define – The Big Idea – What do you want your audience to do, think, or feel? What is in it for them? Where is the value exchange? How will you connect with and convince your audience using content marketing at the core of the campaign?

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[rt_accordion_content title="4. Campaign media plan and budget" icon_name="icon-pin"]

What is the strategic communications approach you're using. It's important to define this so that you can get aligned to the wider business and ensure you choose the right communication channels, promotional tactics, offers and creative approach.

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[rt_accordion_content title="5. Campaign asset production" icon_name="icon-pin"]

Media mix and budgeting. Recommended investment in digital media, for example:

1. Paid search
2. Display advertising
3. Social media
4. Online PR

Total budget available for:

1. Planning & research
2. Creative & content assets (videos, animation, infographics)
3. Media (TV, radio)
4. Testing and in-campaign optimisation

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[rt_accordion_content title=â?•**6. Campaign execution**â?• icon_name=â?•icon-pinâ?•]

Schedule: Key milestones, campaign wave start dates and deliverables

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Category

1. Digital Marketing

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13/12/2018