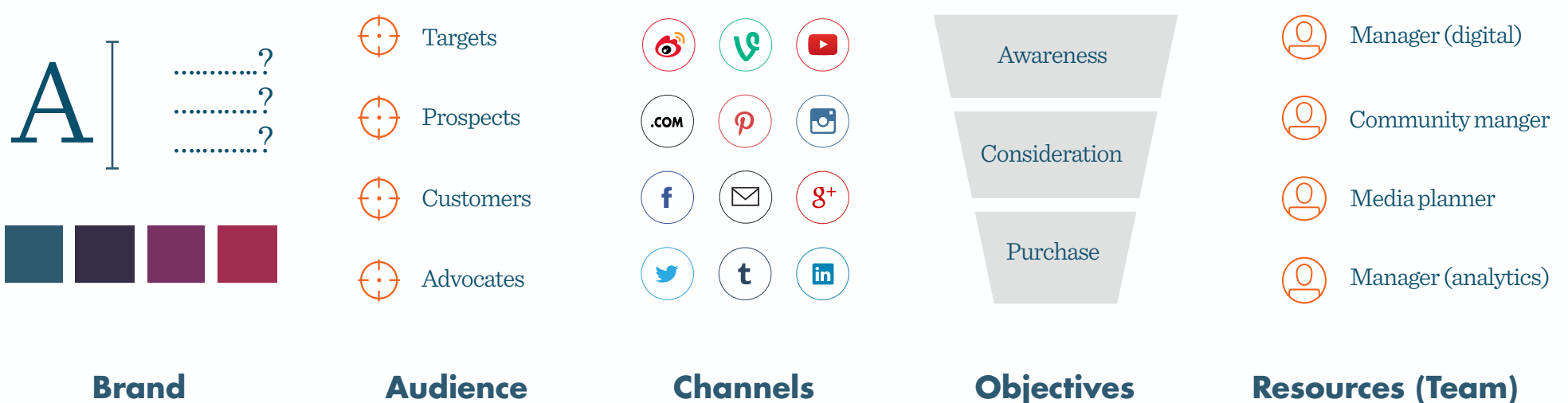


Marketing Campaign Planning Template

The five building blocks of a marketing campaign



Brand

Every marketing campaign should reinforce your brand's overarching mission, strategy and positioning story. At a more tactical level, all campaign elements and communication outputs must be consistent with your brand, including its voice, tone, look and feel.

Channels

How are you going to reach your target audience? This is where you map out distribution channels (TV, events, retail, email, social, your website, etc.) that will get your campaigns message in front of your target. If you are a Percolate client, you can use our integrated Marketing Planner to map all of your channels by campaign to make scheduling and team collaboration simpler and more transparent.

Resources (Team)

Who do you need to successfully execute your marketing campaign, and what are their roles? What responsibilities will each person or group have? This includes internal resources, agencies, partners and other vendors that will contribute to the success of the campaign.

Audience

Your campaign should have a target audience, made up of one or more customer personas (defined in terms of attributes, demographics, values and challenges). Early on in the planning phase you should define and map out who you need to reach, and what you know about their journey to buy your product.

Objectives

Every campaign should be designed with clear business objectives in mind. Is your marketing campaign intended to increase brand awareness, generate qualified leads or drive shoppers to buy from your e-commerce site? Whatever your goals are, make sure you define them up front, establish metrics to measure your results, have a system in place that captures the data you need and assign necessary team resources.

	Building block	Description and notes
Brand		
Audience		
Channels		
Objectives		
Resources		

Market implementation outline

For marketing leaders and agencies planning a multi-market campaign across different regions, countries, states and/or cities, use this template [one for each individual market] to map out how your campaign's high level big idea or story will be translated to and implemented in that market.

Campaign level	Overview	Description and notes
Big idea / story translation	How can the brand's promise, purpose and positioning for this campaign be translated to be align this market?	
Connections plan	The key points where consumers are converted or influenced to buy your brand.	
Local market connections plan	How will your connection plan be mapped to local channels and media?	
Local market resources	What local market resources do you need to execute your campaign?	

Campaign tactical checklist

- Tracking URLs**
Create campaign tracking URLs to measure traffic and goal completions, and attribute ROI. Campaign tracking URLs can be further segmented by channel and/or market.
- Website, apps and/or landing pages**
Create one or more clear, discoverable, dedicated and compelling digital destinations where your audience can experience the campaign or value offer, and take an action step closer to purchasing your product.
- Call to action and offer development**
Now that you have all of the fundamentals mapped out for your marketing campaign, you'll want to create one or more compelling messages to convert your audience.
- Communications and creative development**
Once you've identified your channels, translate your call to actions and offers into succinct, clear and compelling messages and creative on a channel by channel basis.

Measuring and monitoring checklist

- Did the campaign meet its objectives?**
How did the campaign perform compared to the target business objectives?
- Is there a noticeable, significant change in sales activity on featured products or services during or immediately following the campaign?**
Make sure any changes can be directly attributed to the campaign, and are not influenced or driven by other unrelated factors.
- Was there more footfall/traffic/phone calls/bookings or website visits during the campaign?**
Use proper analytics, attribution methods and models to understand trackable customer lifecycle steps, conversions and/or results. Make sure to involve a trained data scientist or analytics professional to perform this work.
- What was the campaign's return on spend relative to budget?**
Based on your preferred attribution method (first touch, last touch, multi-touch, market mix modeling) compare all gross campaign costs and budget expenditure versus attributable sales from the program.
- What directly measurable metrics like coupon redemptions, signups or product sales can we attribute?**
These are the metrics and KPIs that should be established up front that your business objectives map to.
- Can we measure or see a change in brand lift, preference or customer buying behavior?**
Use analytics, survey and interview tools to compare a randomized control group that did not interact with your campaign to an exposed group who did to determine the lift generated by your campaign, if applicable.
- Did customers, prospects or other consumer audiences provide any feedback on specific elements of the campaign?**
What feedback did your sales, retail, social or client service team(s) collect during the campaign? Are there monitoring and listening insights that can help inform future messaging, brand positioning and campaign optimization? How can the conversation be developed further?
- Did the campaign achieve a sustained change in business or only short-term impact?**
How did your campaign contribute to your larger brand growth strategy and success roadmap?