

10 STEPS TO BUILD A MARKETING CAMPAIGN



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Marketing campaigns can help your company grow with more website visits, leads and customers by using your digital channels strategically. The goal of a marketing campaign is to build awareness, ensure people want to use your product or service, and then convert those people into customers. Once they become customers, they can become brand advocates and spread the word about your product or service. The following 10 steps to building a marketing campaign will help you develop a promotion plan to do just that and take you through the best way to present your brand.

1. DEFINE YOUR TARGET AUDIENCE

You first need to define your audience so you can better market to them. What are their interests, values, likes and dislikes? What are they looking for or trying to solve? How do they get their information? Once you know this, you can market to them specifically based on what is the most appealing to them. Depending on your audience, you can choose the proper communication channel, marketing strategy and dialogue specific to them. The bottom line is, when you find out where your content will gain the most traction, promote your product or service there.

2. OUTLINE YOUR GOALS AND BUDGET

Set up your SMART objectives. These are specific, measurable, attainable, relevant and timely goals that will help you stay on the right track during your marketing campaign. Once you have those set, you need to develop and manage your budget so you can achieve these goals. Be very thorough and leave some wiggle room in your budget in case of unforeseen costs. Clearly establishing what your goals are and regularly measuring them will let you know the impact of your efforts.

3. CREATE ENTICING OFFER FOR YOUR PRODUCT/SERVICE

Think about what your customer wants and what kind of relevant information you are going to present to them. They have a potential problem or opportunity, and you need to offer them a solution, strategy, method or approach. Producing quality content is key. With information constantly being fed through social media platforms, email marketing, mass media and more, creating high-quality, relevant content is crucial in attracting the right kind of customer's attention.

4. HAVE AN EFFICIENT CONVERSION PATH

A conversion path is a call-to-action like a landing page with a form where your audience can fill out contact information, allowing for future marketing opportunities. Another landing page, or pop-up lightbox, could thank your customer. Or, taking a different route, you could send a thank- you email. These landing pages should be brief and clear so your customer does not get easily annoyed or frustrated. This pathway gives your audience the chance to interact with your content and gives them valuable information. Landing pages are the perfect opportunity for you to get the specific information you want from your customer.



5. BUILD EMAIL WORKFLOW

Follow-up with your lead customers in a valuable way. Email works well because the client can easily access your content when they need it. A quality follow-up email would contain advice or suggestions on the product or service, as well as links to blog posts or other resources they might find useful. This is a good way to let your customer know that you care about them even after the sale is complete. You need to continue building an online relationship to gain their trust, produce lifelong customers and create brand advocates.

6. KICK OFF CAMPAIGN WITH PROMOTIONAL EMAIL

Send out an engaging email containing your new, valuable content. Let your audience know how great this offer is and get them excited about it. You should present the most interesting and appealing features or information about your brand. Make the email clear, enticing and attractive. The goal is to make the campaign compelling enough to get them to click through to the website. Tip: Make sure that your email marketing is mobile responsive, as more and more consumers are accessing online information via their mobile devices. If it isn't, there is a big chance you can lose the customer because navigation is too difficult.

7. KEYWORDS APPROACH

Think about what your audience is typing into internet search engines when they reflect on a problem or need help understanding a certain product or situation. Brainstorming words within your campaign that relate to your product or service is the first step. Once you have generated a list, include these keywords in your blog posts, blog titles, and within all metadata. Use words that are unique to your brand instead of typical buzzwords. This way your brand does not get mixed into the clutter of media space.

8. GENERATE SHAREABLE BLOG POSTS

Use your keywords to create enticing blog posts that educate your audience on topics related to your offer, providing real value. Remember that you can always repurpose your content, and keep that in mind when devising your subject matter. Creating strong content takes time. Recycle the post on various social media channels and present a different part of the blog each time so you don't use repetitive language. Make sure the bottom of the blog post includes a clear call to action to engage your visitor and hopefully, convert them into a lead.

9. PROMOTE CONTENT ON SOCIAL MEDIA

Sharing blogs and landing pages on social media connects you with your customers in real time and helps generate leads. Social media posts that are clear, concise and engaging are best—you don't want to waste consumers' time since news feeds move quickly. Use images to help grab someone's attention—images should be relevant and speak to your audience. Make the posts enticing enough to get them to click through to your website.



10. ANALYZE AND ADJUST

Analytic reports tell you what channels provide the most website traffic, how well each page performed in terms of time spent and bounce rates, social sharing numbers, email open and click through rates and more. Use this data to evaluate your efforts and to plan for future marketing campaigns. Utilize what worked well and continue to produce content that your consumers enjoy. Then, examine and evaluate what did not work well, why, and how to do better.

Many aspects go into a marketing campaign. You must determine if your audience's outlet of choice is Facebook, Twitter, Instagram, Snapchat, blogs, emails or all of the above. Using these channels, tell a story about your product or service and why it adds value. That is the objective, to educate your audience through your marketing campaign and through that, create customers.

