

Eight steps to develop a marketing campaign



Step 1 – Business goals

Understand your business goals and develop your campaign to meet them

- think about what you need to accomplish
- identify all the goals that will need marketing support

#	Goal	Description/purpose of a marketing campaign used
1.	Generate new leads	To generate new leads.
2.	Qualify leads	To better qualify and rank leads so you can segment them and then follow up based on their timeframe and likelihood of buying.
3.	Nurture existing leads	To communicate with leads that are in the pipeline but may not be ready to buy or to take the next step; a nurturing campaign reminds them of your value and provides information that can help move them along.
4.	Direct sales	To close deals within a short time period - a campaign to encourage people to "buy now."
5.	Branding	To increase awareness of your company, product and/or people in your market; to communicate the value you provide and what you stand for.
6.	Cross-sell to existing customers	To encourage current customers to buy related products or services.
7.	Up-sell existing customers	To encourage current customers to upgrade their existing product, to increase the quantity or frequency of their purchases.
8.	Nurture existing customers	To communicate with existing customers and reinforce the value you provide.
9.	Generate referrals	To encourage customers or prospects to provide referrals.
10.	Training	To train current customers, new customers, or even prospects to use your product; to train distributors, channel partners, and even your own employees.
#	Goal	Description/purpose of a marketing campaign used
1.		
2.		
3.		

Step 4 – Select your campaign media



Choose the most appropriate media for your target market. It may be one or more.

Internet

Content Marketing

SEM

SEO

Social Media

Online Advertising

Webinars

Email Marketing

Direct Mail

Telemarketing

Events & Trade Shows

Publicity

Traditional Media

Print

Radio

Television

Outdoor

Salesforce

For the chosen campaign media develop your [marketing campaign action plan](#) (Who, What, Where, When, How, Budget, KPI, ROI)

Step 5 – Timing

Consider:

- Length of time campaign should run for _____

- Booster periods _____

- Key dates – events, holiday periods etc

Add the timeframes to your [marketing campaign action plan](#)

Step 6 – Determine your message and offer



Determine your key messages and offer. These should align with your goals. The detail may vary slightly for each media, but your key messages should be similar.

Media 1

What is your offer? _____

How valuable is it for your target market? _____

What action do you want people to take after seeing your campaign? _____

What content do you need to include in your campaign? _____

What space is required for that content? _____

Media 2

What is your offer? _____

How valuable is it for your target market? _____

What action do you want people to take after seeing your campaign? _____

What content do you need to include in your campaign? _____

What space is required for that content? _____

Media 3

What is your offer? _____

How valuable is it for your target market? _____

What action do you want people to take after seeing your campaign? _____

What content do you need to include in your campaign? _____

What space is required for that content? _____

Step 7 – Project your campaign ROI



Create estimates for the response rate from your campaign, the ultimate conversion ratio from responses to customers, and total revenue generated from the campaign.

Estimate your response rate – the percentage of people that respond to your offer

Create a campaign funnel, eg an example funnel could look like this:

Example campaign funnel		
Projected campaign reach		4000
Click link to land on website	5%	200
Fill out information request form	15% (of the above 5%)	30
Attend open day	25% (of the above 15%)	8
Negotiate purchase	50% (of above 75%)	4
Become a customer		

Campaign funnel		

Estimate your total gross profit from the campaign. Ie, subtract the total cost of goods (from your new customers) from the total campaign revenue.

Subtract your campaign budget from the gross profit to calculate your net profit (ROI)

example

- Total cost of goods \$1000
- Total campaign revenue \$300000
- Campaign budget \$5000

Gross profit 30000 – 1000 = 29,000

Net profit 29,000 – 5,000 = 24,000

