

*10 steps to success:*  
**How to run a  
marketing  
campaign**

**asabell**



# Marketing is the most effective way for a business to communicate with its target audience.

Depending on what you need to say, and who you want to say it to, that can mean something as significant as a TV advert or small as a tweet. A marketing campaign is a series of marketing activities centred around a specific goal, usually to raise awareness for a product or service. The truly memorable ones stick with us (Coca-Cola Holidays are Coming, for example) and they can be responsible for taking businesses to dazzling new heights – think sell-out products and long waiting lists.

*But how do they come about in the first place?*

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*Here's your **ten-step guide** to putting together a marketing campaign that's built for success.*

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# 1. Ask the question

You're raring to get started on your marketing campaign, but before you rush off and book a radio slot, it's important to create a strong foundation, one that will focus all your efforts and improve your chance of success. The best way to do this starts with figuring out every aspect of your campaign by asking yourself some key questions...

## *What's your aim? (Be SMART about it!)*

What exactly are you trying to achieve? This typically falls into certain categories, such as launching a new product, repositioning your brand, increasing engagement with your business, promoting an event, etc. Like with any goal, it's best to keep this *SMART: Specific. Measurable. Attainable. Relevant. Timed.*

## *Who's your audience?*

Talking to the right people gives you the best chance of success. So, think about whether your audience know your brand already, whether they've engaged with you before, what types of content they like, what mediums they watch and how they like to be spoken to. Ultimately, these little details will all help you to make key decisions about the campaign you put together.

## *What's your budget?*

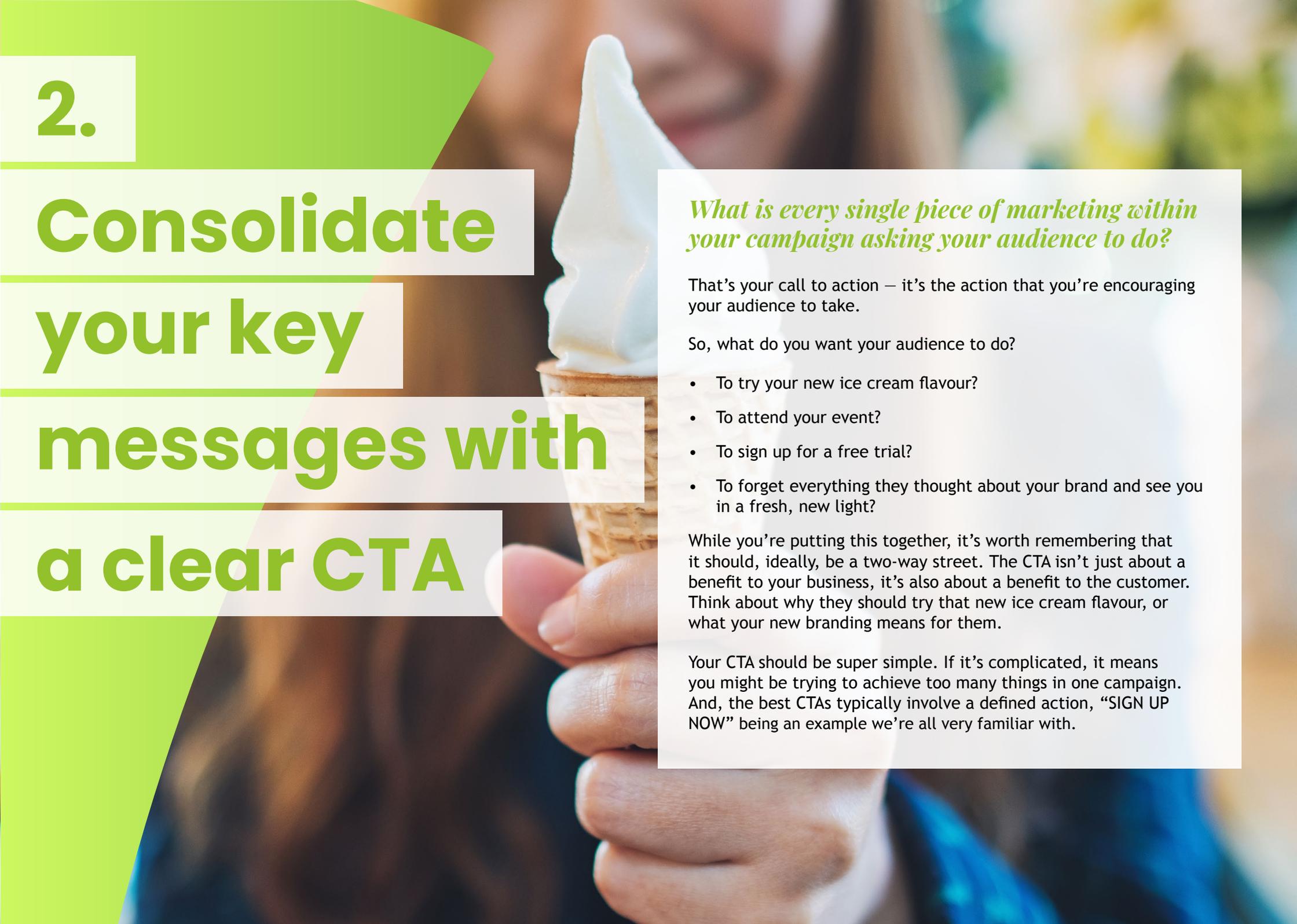
This isn't the most exciting or creative aspect of the process, but it's really important. It will help to inform what you can realistically achieve and is useful during the planning stages as you decide on the right mediums and pieces of content. There's no point paying for an incredible looking website, only to run out of money before you're able to fill it with content.

## *Have you run a similar campaign before?*

If so, don't waste those valuable insights. What went well? What went wrong? What was surprising about the results – did an unexpected audience group love it? Be honest about whether the campaign was a success and what aspects let it down. All of this will help to make sure your new campaign is a hit.

## *Have your competitors run a similar campaign before?*

This shouldn't be about copying or criticising, it's about learning what works, what doesn't, and having all those insights in your back pocket ready for the 'ideation' phase, when you come up with the concept your campaign will centre around.



2.

# Consolidate your key messages with a clear CTA

*What is every single piece of marketing within your campaign asking your audience to do?*

That's your call to action – it's the action that you're encouraging your audience to take.

So, what do you want your audience to do?

- To try your new ice cream flavour?
- To attend your event?
- To sign up for a free trial?
- To forget everything they thought about your brand and see you in a fresh, new light?

While you're putting this together, it's worth remembering that it should, ideally, be a two-way street. The CTA isn't just about a benefit to your business, it's also about a benefit to the customer. Think about why they should try that new ice cream flavour, or what your new branding means for them.

Your CTA should be super simple. If it's complicated, it means you might be trying to achieve too many things in one campaign. And, the best CTAs typically involve a defined action, "SIGN UP NOW" being an example we're all very familiar with.



# 3.

## Brainstorm the big idea

*You have all the information you need.  
Now it's time to come up with the concept or  
theme you want to base your campaign around.*

This is the core of how you share your CTA with your audience.

Ideas love company, so it's beneficial to involve plenty of people in this stage of the process, throwing around ideas, developing one another's concepts and rejecting those that aren't up to the mark.

This is also the time to start thinking about the creative aspects of your campaign – including its look and feel and the pieces of content that will carry these best. It's useful to keep this stage as relaxed as possible, rather than to put pressure on for measurable, deliverable concepts. The more creative, the better, because it's easier to reign creative ideas in than it is to try and boost boring ones. (Remember the Cadbury advert where a gorilla plays the drums? It was wildly successful, proving that there really shouldn't be any limits on your imagination when it comes to brainstorming a campaign.)

It's vital to get this step right, so it probably won't be complete at the end of one meeting. If none of the initial ideas seem right, keep at it, it's not worth starting a campaign that's not got a strong concept behind it – the cracks will start to show later on in the process and by then it will most likely be too late!

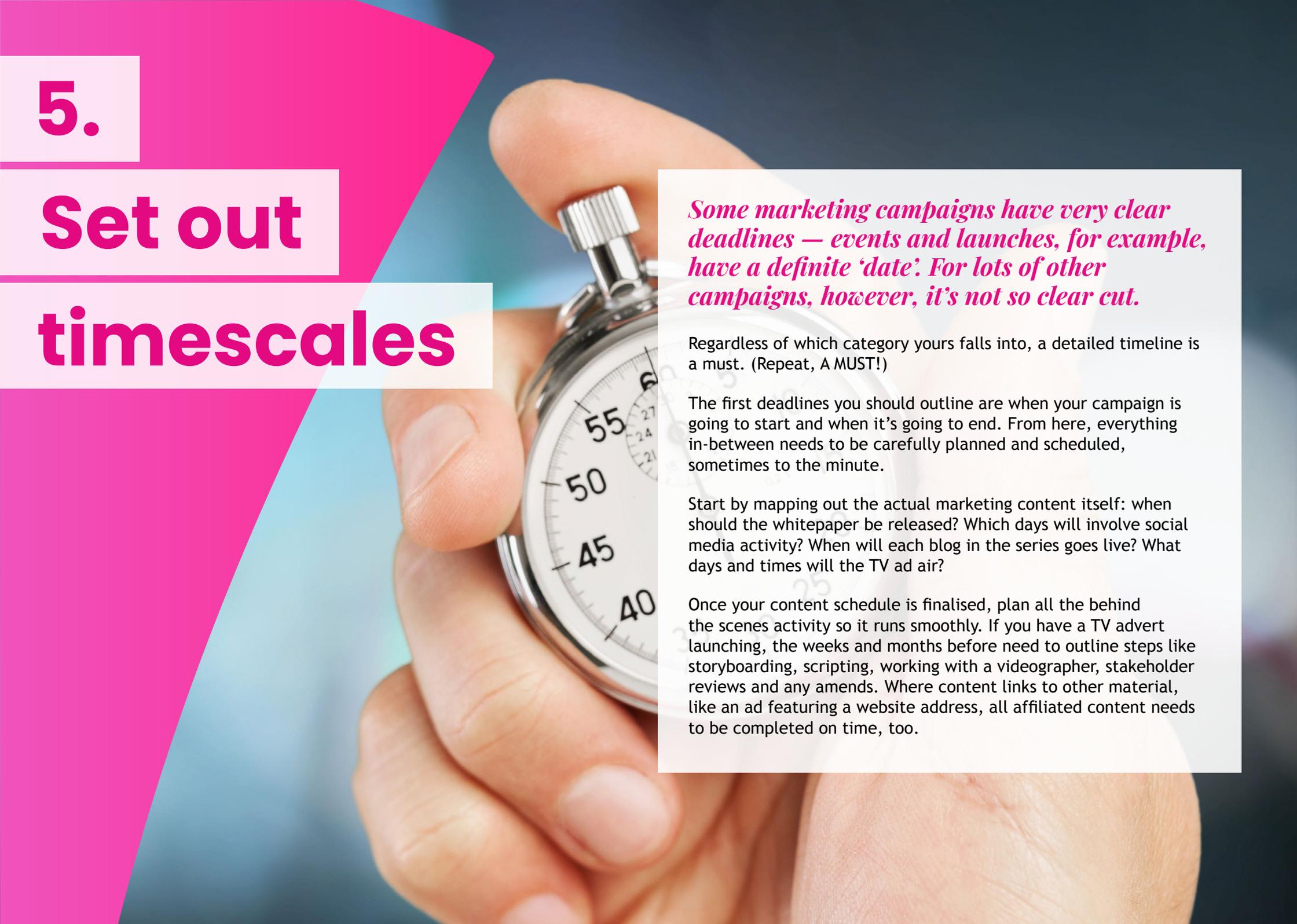
# 4. Choose your medium(s)

*With a clear CTA, a great concept to communicate it and a thorough understanding of who you're talking to, it's time to start mapping out that conversation.*

From earlier stages in the process, there might be a clear medium that works with the concept you've developed (Cadbury's gorilla wouldn't have worked on the radio), but while it's fine to have a core medium, it's important not to limit your campaign to just one. Generally, integrated marketing campaigns (i.e. those that use lots of different outlets to reach people) perform better than those that just use a single platform.

Keep all options open when you start this — there are so many ways to connect with people!





5.

# Set out timescales

*Some marketing campaigns have very clear deadlines — events and launches, for example, have a definite ‘date’. For lots of other campaigns, however, it’s not so clear cut.*

Regardless of which category yours falls into, a detailed timeline is a must. (Repeat, A MUST!)

The first deadlines you should outline are when your campaign is going to start and when it’s going to end. From here, everything in-between needs to be carefully planned and scheduled, sometimes to the minute.

Start by mapping out the actual marketing content itself: when should the whitepaper be released? Which days will involve social media activity? When will each blog in the series go live? What days and times will the TV ad air?

Once your content schedule is finalised, plan all the behind the scenes activity so it runs smoothly. If you have a TV advert launching, the weeks and months before need to outline steps like storyboarding, scripting, working with a videographer, stakeholder reviews and any amends. Where content links to other material, like an ad featuring a website address, all affiliated content needs to be completed on time, too.



6.

Assign

tasks

*As you're already working through your timeline, now's a good time to allocate project managers and content leads to various pieces of marketing.*

That way everything has an 'owner' who's responsible for meeting deadlines and ensuring nothing is forgotten.

Depending on what you need to outsource, this is also the time to canvass content creators and make sure that you have the right people putting your material together. Think about whether the animator you're considering can adapt their style to exactly the type of visuals you need. Keep your overall campaign concept in mind, as well as your audience, as you work through these decisions.

A person's hands are shown holding a smartphone, with a laptop open next to it. In the background, there is a document titled 'Sales Report' with a bar chart. The scene is set on a desk with a red object, possibly a pen or highlighter, visible. The overall image is overlaid with a green and white graphic design.

# 7.

## Establish the metrics

*This aspect of a campaign is sometimes brushed over.*

You know what your ultimate aim/metric is – to have 1,000 people attend the event, to sell 200 units, to increase your client base by 50 people – so what’s the point of setting up additional metrics? Well, first off, if your campaign goes well, it’s likely you’ll want to run another one in the not-too-distant future. That’s why it’s important to know exactly what made the campaign a success, so you can replicate and build on this. And, if it didn’t go so well, metrics are equally a good way to evaluate where things went wrong.

Measuring the metrics starts with deciding what you’re going to track, where you’re going to collect this data from and setting up the systems to do so. Keep in mind that actionable metrics will help to inform a course of action, while so-called ‘vanity’ metrics won’t help with decision making. For example, the number of people reading an article is a nice statistic to know, but the data on where those visits came from is more useful – it can help you to adjust promotion to target a more receptive audience. Equally, the bounce rate could be just as important to your strategy direction as page views because it gives you some insight into who actually engaged with your content.



8.

# Launch!

*The preparation is done, the content's ready, everyone knows what they're responsible for and you have your metrics set out to start collecting key information about the campaign — it's launch day!*

Even though an integrated marketing campaign constantly has content going live, it still needs to start with a bang. That means lots of content in a short space of time to grab your audience. Once you've got their attention, it's more likely they'll take notice when your next ad/billboard/article/webinar goes live.

That's why it's good to have all hands on deck during launch, with everyone helping the allocated project owners to make sure everything's accounted for and nothing's forgotten.



9.

# Analyse and adapt

*There's no rest for the wicked, especially in marketing, so just because the campaign is in full swing doesn't mean you get to sit back.*

There's loads happening behind the scenes and you've got to keep an eye on all those metrics you've set up. Knowing what your audience are engaging well with, where they're being referred from, what they're not so keen on and which platforms are most influential is key. These are the insights that will help you inch closer to your ultimate aim.

By analysing all of this while the campaign is running, you can adapt accordingly – diverting valuable resources to the places where it will boost success and minimising any time and money wasted on content or mediums that just aren't working.



10.

# Debrief

*Time for a cuppa and a chat about what worked, what didn't and how you'll do things differently next time.*

You've already got plenty of information to review and it might be that, with hindsight, you wish you'd adapted to these differently. Or maybe there were big outlays at the beginning that simply didn't pay off. Or maybe it was a roaring success and you're mining all the winning aspects to incorporate into your next campaign. Whatever happened, don't just focus on the 'feel good' details during your de-brief, really delving into things that didn't work can often be more useful than taking note of what did.

# Time to get started

*So, there you have it, the  
10 steps to running a successful  
marketing campaign.*

Sound like a lot of work? It is.

So, if you need help with any stage of your campaign – from the ‘big idea’  
to content creation – just get in touch and we’d be happy to help.

**asabell**