



Seven Keys To Creating A Great Marketing Campaign.



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Set Goals, Key Performance Indicators (KPIs) and Timelines

To hit your target you have to know what it is, right? So make your marketing campaign's goals specific, quantifiable, and trackable. Start by asking yourself, "What are we trying to accomplish?" Perhaps you want to generate new leads, increase organic traffic, or boost sales of a particular product or service. Next, decide which metrics you will use to track your progress. For example, if you want to generate new leads, your metric will be the number of new leads or contacts. Finally, set a campaign timeline that will maximize your budget and your campaign's effectiveness.



Define Your Budget

Once you know what your goals are, you have to decide how much you're willing to invest to meet them. After all, you don't want to spend more on your marketing campaign than it could ever possibly earn in sales (ROI 101). So don't buy your Super Bowl ad just yet. Remember to include all of the costs for the entire campaign, including upfront creation, strategy, internal and external resources, printing and advertising costs. For more on setting a marketing budget, [check out our five tips.](#)



Understand Your Target Audience and Their Needs

Who is your potential buyer and what do you need to reach them? Define and describe your buyer persona(s). Be specific. What's their income, location, age, hobbies, interests, and pain points? Be able to answer the four main types of market segmentation: "who are they?" (demographic); "what do they think?" (psychographic); "where are they?" (geographic); and "how do they act?" (behavioral)



Build a Marketing Plan with the Buyer's Journey in Mind

Develop your [marketing strategy](#) using the [buyer's journey](#) as your guide. For example, if you're a new, unknown company, a brand awareness campaign may be the right approach. But remember, the buyer's journey is not linear, and often takes place across multiple devices and formats. So incorporate different platforms and media types like print, PPC, SEO, email marketing, direct mail, trade shows, landing pages, among others.



Create Targeted Content Based on Value

Develop a [value proposition](#) that gives people a reason to buy your products or services, then create the content around it. Make sure your messaging and creative are cohesive, consistent, on brand, and stand out against the competition. Then consider how your campaign will look and feel across all the different platforms and media types.



Launch and Promote

Congrats on your marketing campaign. Now, it's time to launch it across all platforms and media outlets and see how it performs.



Measure Your ROI

There's no point developing campaigns if you're not tracking results. No matter how great your creative idea is, it's absolutely essential that you collect and analyze the data to make informed decisions. If you're not getting the results you want, make small adjustments along the way. Your results will also help create more relevant campaigns in the future.

Creating great marketing campaigns takes time, talent — and experience. It's a tall order, but you don't have to go it alone. Ready to take your marketing campaigns to the next level? [Contact us and level up with Levo!](#)