**Developing a Marketing Campaign**

**Workbook**

Marketing Campaigns are specific marketing activities performed to achieve defined goals as evaluated by measureable outcomes. Typically marketing campaigns are used to:

* Develop awareness about your products and services
* Direct customers to where & how they can find you
* Educate customers about your unique offer
* Encourage them to make a purchase or take another desired action.

The following workbook will help you design a marketing campaign that aligns your marketing efforts to your business goals and help you to avoid the marketing pitfall of throwing money into efforts that have no measureable impact.

**A) STEP ONE – Establish Campaign Goals**

Tips

- Develop goals that are specific and can be evaluated with measureable outcomes.

- Goals should support your broader business plan and financial targets.

- Goals are stronger when they address specific target audiences and business goals.

Examples

- Increase brand awareness.

- Increase revenue.

- Increase number of customers.

Activity: Develop 3 marketing campaign goals that address your business goals and list them below.

1.

2.

3.

**B) STEP TWO – Sketch Campaign Activities**

|  |  |
| --- | --- |
| Goal | Activity 1: |
| Activity 2: |
| Activity 3: |
| Activity 4: |

Activity: Now that you have determined your goals, begin to sketch out some activities that you can employ. Any part of the marketing mix may be part of your campaign including features of new products or packaging, promotional pricing or coupons, communications like advertising and earned media, etc. See Cheat Sheet on next page of ideas of activities.

**Marketing Tools and Activities**

!!Don’t Forget!!

Call to action & Recognizable logo/branding &

Your unique value proposition (what benefits will your customers experience)

*Goal: Encourage increased shopping behavior*

* Coupons
* Special promotion/discounts
* Assists to increase shopping capacity (provide carts, insulated shopping bags, etc)
* Survey customers to understand what will help them buy more – make those changes.

*Goal: Build relationships and loyalty*

* Build partnerships with community stakeholders
* Loyalty programs (Spend $50, get $5. Visit the market 10 times, get a free gift)
* Volunteer/Friend of the market program

*Goal: Tell a story, communicate the benefits and value proposition*

* Media stories
* Social media posts
* E-newsletters

*Goal: Improve awareness with general information*

* Flyers
* Website
* Signage (yard signs, market directional signs)
* Social media
* Calendar postings
* Postcard mailing
* Word of mouth campaigns
* Branded material (bags, shirts, etc)

**C) STEP THREE – Identify Target Outcomes**

Defining measureable outcomes empowers you to measure the success of your marketing investment.

Tips:

- You want to be able to measure your outcomes, so don’t make them too complicated.

- Build trackers into your campaign materials so that you easily evaluate their impact (e.g. stamp/color code coupons so that you can track where they were distributed, use promo codes on ads to measure

Examples:

- Average sale will increase 10%. Measured by total revenue/# of sales before and after campaign.

- 60% of consumers in local co-ops will prefer our brand of hot dogs over a specific competitor. Measured by shopper survey before and after campaign.

- Increase customer base by 25%. Measured by number of new customers engaged through promotion code.

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| Campaign Goal: | |
| Target outcome | How will you measure the outcome |
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**D) STEP FOUR – Develop Campaign Budget**

Your campaign budget should fit within your broader financial projections and be appropriate to your planned activities and your target outcomes.

Activity: Estimate a budget for your marketing campaign.

Campaign Budget: $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**E) STEP FIVE – Understand your ROI**

Return on Investment (ROI) is a measurement of how much you gained from your marketing investment. The return is typically measured by dividing the revenue change by the marketing investment. For example if you increased your revenue by $10,000 after a $2,000 marketing investment your ROI is 400%, because you turned $2,000 into $8,000 of new revenue. In other words the $2,000 quadrupled.

ROI formula: (New revenue generated – Cost of marketing investment)

Cost of marketing investment

Based on the goals and outcomes you have identified, it may be more difficult to identify your ROI. For example, if your goal was to increase the number of customers you may determine the marketing cost/new customer acquired and then evaluate your ROI by the average value of each of your customers.

Notes:

**F) STEP SIX – Name your target customers**

For details see Market Research Workbook.

Target Customer:

**G) STEP SEVEN – Name your unique value proposition/benefits.**

For details see Market Research Workbook.

Value Proposition:

**Notes:**

**H) STEP EIGHT - Craft your marketing message**

An effective message speaks to the target audience, captures their attention, and is easy to remember. Messages typically speak to these elements: **Features** - what is being offered, **Advantages** - why the offer is better than other offers, and **Benefits** - how the audience’s lives will be improved by the offer.

Tips:

* Know your audience.
* Play to people’s emotions (humor, love, nostalgia, etc.)
* Distinguish from the competition.

Activity: Create three marketing messages that articulate your unique value proposition to your target customer.

**I) STEP NINE – Articulate a Call to Action**

A call to action is a statement designed to persuade the target audience to do something specific (E.g call now, sign up, spend $20, etc). Call to actions are supported with directive verbs (come, buy, inquire, don’t wait, etc), time pressure (just for the month of june, first 20 customers), and benefits (10% off, you’ll be the envy of your friends, etc)

Activity: Create a call to action to accompany each of your marketing messages

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| H) Messages | I) Calls to Action |
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**J) STEP TEN – Develop the Campaign Mood**

What pictures, celebrities, music, mood, etc will make your message stick with consumers?

Is your campaign rustic, elegant, luxury, silly, earthy, hip, trendy, modern, or something else?

What creative resources do you have in your community that you can tap into?

Activity: Create the mood of your campaign. Images, colors, etc.

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**K) STEP ELEVEN – Schedule Campaign Actions**

The final planning step to your marketing campaign is to lay out and schedule all the activities.

For details see Marketing Matrix Handout.

**Campaign Name**

**Goal (A)**

**Outcomes (C) Measurement Tools (C)**

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**Budget (D) Desired ROI (E)**

**Campaign Activities (B) Campaign Timeline (K)**

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**Target Customer (F)**

**Benefits You Offer (G)**

**Message (H)**

**Call to Action (I)**

**Mood (J)**

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**Notes:**