

CBDC Business Start-Up Course

Lesson Six – Campaign Planning

Presented by Community Business Development Corporations



Community Business Development Corporation
Corporation au bénéfice du développement communautaire

Campaign Planning

Campaign planning is the process of developing and executing defined marketing activities over a specific period of time.

Determine your campaign objectives and integrate them into your overall marketing strategy.

What do you hope to accomplish with this marketing campaign? Have both an overall campaign mission, and specific objectives or benchmarks you wish to achieve; and take a look at your yearly marketing strategy to ensure your campaign is in line with the goals and objectives of your larger communications messages. This might look like having an overall mission of “increase holiday sales” with “sell 15 units per month of our best-seller”, “sell 8 units of our new holiday product” and “double last years’ Black Friday sales” as specific benchmarks.

Determine your target audience.

If you’ve created a yearly marketing strategy, you should have a well defined target audience for your business, which may or may not be different than the target audience for your holiday marketing campaign, therefore it’s worthwhile to work through an abbreviated exercise to identify or re-confirm your target audience, this will help you verify how and where to meet your desired customer, and how to create content to move them to make a purchase or achieve whatever it is you’ve outlined as your campaign objective.

Determine the mediums and platforms you’re going to use to execute your marketing campaign.

Will your campaign be primarily video based? Will you use Facebook, or traditional print media? Allow step two to help you determine who you want to motivate with your campaign plan, and therefore how best to reach them.

Develop campaign themes, key showcase items and metrics for success.

After you’ve identified your objectives, target audience and mediums, then you want to create a theme to build your campaign around, as well as the general theme of the products or services you want to market for the campaign. Think of this as deciding whether you want a rustic barn wedding, or a chic black tie even hosted at a hotel. This can include setting colour palettes, hashtags, taglines, jingles or any other items which will be used throughout the campaign. Metrics for success should be set at this point so you can evaluate your campaign

performance and learn what works and what you can do better next time. This might look like sales targets, traffic targets, or customer surveys.

Sketch out a campaign schedule.

Once you know what you want to do, who you want to reach and the mechanisms you want to use, sketch out a campaign schedule that integrates those factors around the rhythm of your operations, when your target audience is most easily reached and be strategic about the outside factors you can use to assist you in your efforts. For example, this might mean increased advertising before Black Friday and the last week before Christmas to capture last minute and impulse buyers. You might run ads solely in the evening to reach online shoppers predominately. You might want to design a campaign that targets people who celebrate Christmas and those that celebrate Hanukkah. In simpler terms, you might notice your customers are most active on social media on Fridays and plan posts every Friday throughout the holiday season, or that traffic for your business only picks up December 1st. Alternatively, you might notice your customers require a significant runway before they're ready to make a purchase, so you provide content that builds on itself to improve a customer's understanding and comfort with the product. Your campaign schedule should be detailed. You don't have to create all your campaign assets or content at this point, but you do need to know what assets/content you will need and when.

Set your campaign budget.

You've created your campaign schedule you should now determine your campaign budget, or if the budget has already been set for you, drill-down on the best way to spend the resources you have. Some may find it a lot easier to figure out how to use a budget if it is already set, or to create a budget when you can look at a calendar and know how many campaign assets you need.

Create your creative.

Now for the nitty gritty of creating your campaign assets or content. Your campaign schedule will outline everything you need to create or have created for your holiday marketing campaign and now is the time to do that or hire someone to have it done.

Execute your campaign.

It's finally here. The day all your work is put into the world. Good luck! Depending on the mediums you've chosen to use for your campaign, you might have a social media post manager you're loading all your content on to launch all your social media posts, or an email marketing campaign to schedule, your creative might be running in this issue of the local paper or you have a billboard being delivered on-site. Think of this stage of your marketing campaign in two parts, part one is getting the content you've created for your campaign ready for launch, and part two is launching it.

Review and evaluate the success (or failure) of your campaign.

Once the campaign is done take a look at what worked and what didn't. Determine what you can do better next time and see if there are any ideas you use that were smashing successes that you should add to your regular marketing activities.

Lesson Six of the CBDC Business Start-Up Course has covered the topic *Campaign Planning* and touched on the subjects of setting your campaign objectives, determining your target audience, deciding on your mediums and platforms, developing your campaign themes, laying out a campaign schedule and budget, create your creative, execute your campaign, and review and evaluate your success. The next lesson in this part of this course is *Lesson Seven – Digital Marketing*.