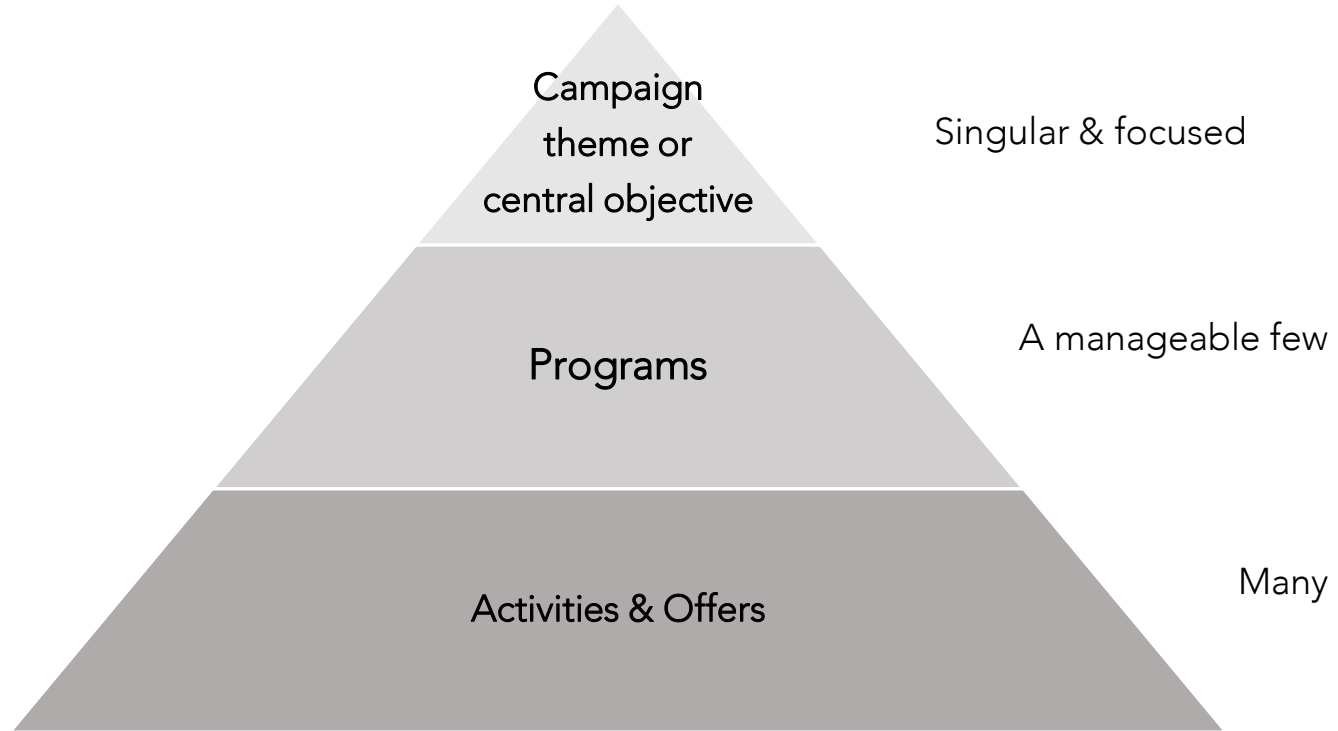


CAMPAIGN FRAMEWORK



- Objectives
- Overview
- Campaign Framework

- Understand campaign framework and the tools used
- Develop campaign using the Campaign Framework
- Implement campaign
- Track results



1. Campaign



2. Programs

Definition – Develop marketing campaigns that accomplish the marketing objectives.

Strategic Campaign Activities

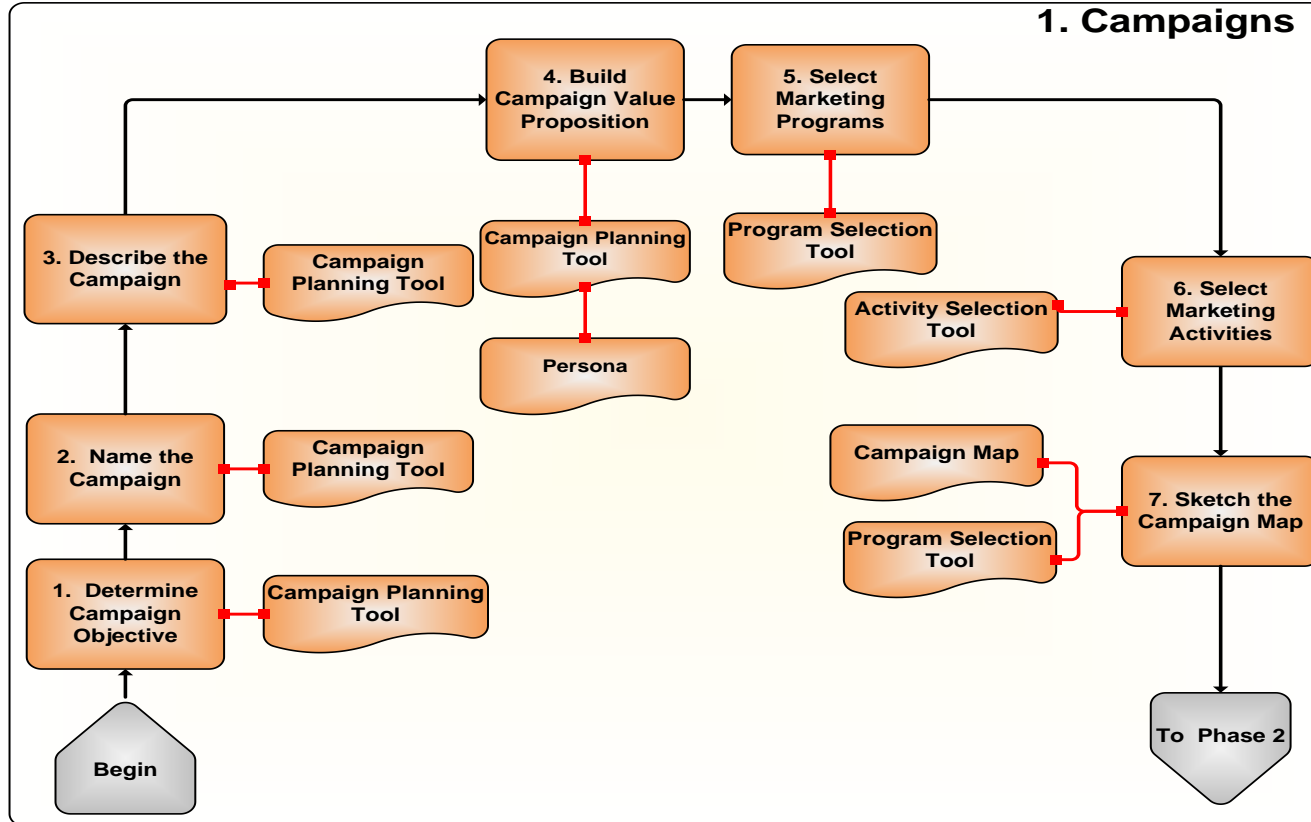
1. Determine campaign objective
2. Name the campaign
3. Describe the campaign
4. Build campaign value proposition
5. Select marketing programs
6. Select marketing activities
7. Sketch the campaign map

Job Aids

Internal

- Campaign Planning Tool
- Program Selection Tool
- Activities Selection Tool
- Campaign Map
- Persona

Exit Criteria: Approval of the campaign



1 – DETERMINE CAMPAIGN OBJECTIVES



- Once all marketing programs, activities, offers have been executed, what do we hope to accomplish?
- Programs, activities and offers will have their own objectives.
- Must be:
 - Specific
 - Measurable
 - Realistic
 - Time schedule
 - Compatible
 - Documented

2 – NAME THE CAMPAIGN



- Determine the campaign name
- Use few words that communicate focus for the campaign

3 – DESCRIBE THE CAMPAIGN



- Define the campaign objective
- Link campaign objective with goals of management
- Identify the buyer personas the campaign will target
- Indicate the marketing assets that will be used
- Highlight the barriers to response from the targeted audience
- Document with whom will a campaign be competing with
- List the forms of media planning to be used
- Determine how the campaign results will be measured

4 - BUILD CAMPAIGN VALUE PROPOSITION



- Develop the primary market message the campaign will deliver
- Define what is being offered to move the prospect to action
- Define the specific CTA for the campaign
- Explain the visual identity that must be maintained
- Use Campaign Planning Tool to decide the visual identity and overall look and feel of campaign

5 - SELECT MARKETING PROGRAMS



- Select marketing programs that best address campaign objectives
- Determine why the program is needed
- Determine the program audience, theme and objective
- Use these 4 questions:
 - What obstacles are stopping leads from becoming opportunities?
 - Which programs help them overcome these obstacles?
 - Which programs will help guide leads thru our marketing process and qualify them against BANT?
 - What messages need to be communicated?

6 - SELECT MARKETING ACTIVITIES



- Select which marketing activities that best address program objectives
- Select the target audience for each activity
- Determine the objective of the activity
- Review prior success/failures prior to making final selection

7 - SKETCH THE CAMPAIGN MAP



- Plot the programs on a timeline sequenced to build a dialogue with the intended audience
- Include short descriptors under each program on the map
- Visually link each program back to the buying cycle so that it is clear how the programs link to each other

1. Campaign



2. Programs

Definition – Build and launch marketing programs that accomplish the marketing objectives of the campaigns.

Strategic Campaign Activities

1. Develop offers
2. Build and execute workflows for programs
3. Build program/activity/offer scorecard

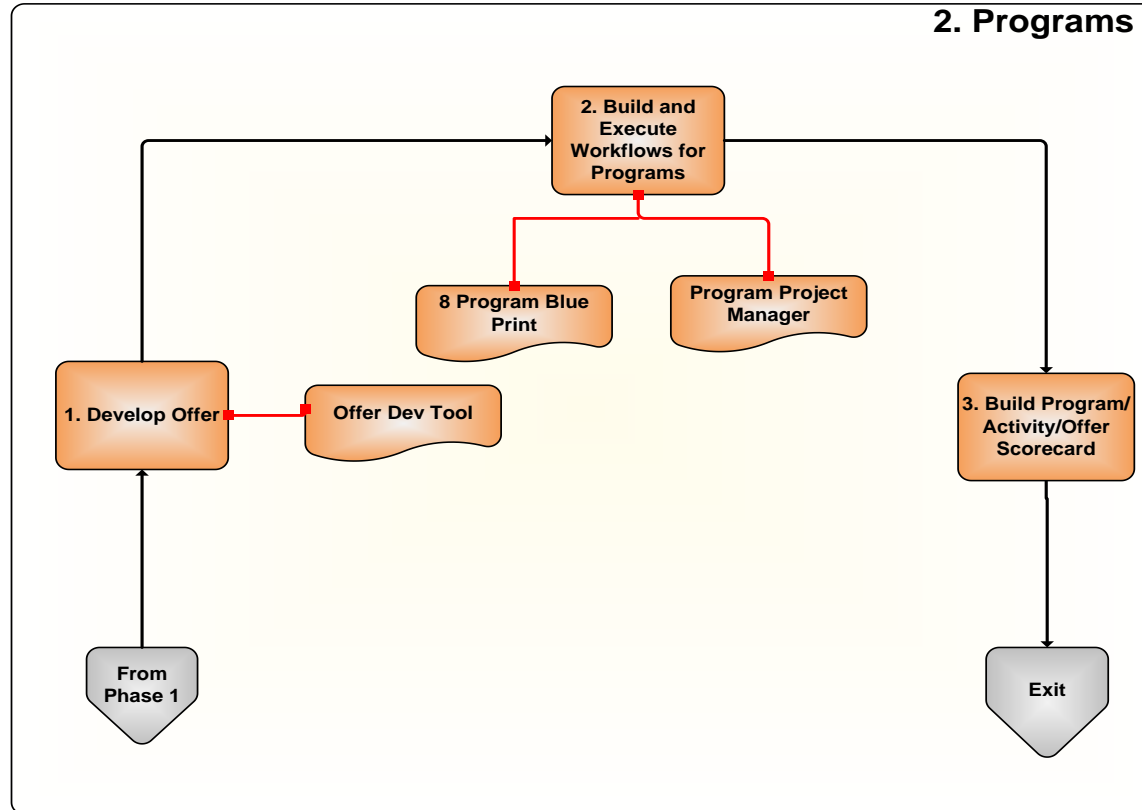
Job Aids

Internal

- Offer development tool
- Program Blue Print
- Program project manager

Exit Criteria: Determine success or failure of campaign

2. Programs



- Determine target audiences
 - How do they want to be communicated with?
- Follow these rules of thumb:
 - Very targeted offers that addresses the reader, not a mass market
 - Single focus offer vs. a random collection of multiple offers
 - Needs to be as relevant as possible
 - Clearly written substantiated information that is easy to read.
 - It must come to the readers attention when they are ready and interested. Timing is everything.

2 - BUILD AND EXECUTE WORKFLOWS FOR PROGRAMS



- Determine the number of activities in the workflow
- Determine how to sequence and link the activities inside of the marketing program to accomplish the program's objective
- Determine the timing that each activity will be launched upon
- Exit the workflow either successfully or unsuccessfully