

# Campaign Framework

So you've got an idea for a campaign—*great!* Or maybe you don't and you need a place to start—also great! At Wistia, we use the following framework for all of our lifecycle marketing campaigns to ensure we create targeted, relevant communications for our audience. By taking time to answer the questions below, you'll have a foolproof head start on your next retention campaign. And if you want an inside look at how we think about our lifecycle marketing strategy, check out [this post →](#)

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## Campaign Planning

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### Target

Who is this campaign for?

### Main Objective

The reason you need this campaign—what problem is it solving for the consumer or your brand?

### What do these people care about?

What motivates your target audience in relation to your campaign goals?

### High-Level Plan of Attack

What are you going to do? (i.e. - Enroll target audiences into an ongoing, eight-email nurture series that focuses on [X].)



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## Campaign Planning

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### Campaign medium

Where will this campaign live? For instance, is it an email campaign, an in-app notification, or a series Facebook Live posts?

### What does success look like?

If your campaign goes well, what happens to the business? What action does your consumer take?

### KPIs

The metrics that you'll look at to prove success and assess failure.

### Testing

Are you planning on testing any variables in your campaign? If so, list them out.

### What's the specific plan of attack?

What are the high-level details of each message/email/notification, etc.? What is the goal and ideal timing? ex:

Email #	Content Details	Goal	Nurture Timing
1	Event promo	Drive registrations for puppy adoption event	3 days after initial site visit
2	Event reminder	Engage previously interested dog lovers	6 days after promo email sent

### Other relevant information

Could include product limitations, people who need to stay informed, or notes from a brainstorming session.



This will be different for each medium, but here's an example of how we lay out the outline for an email within a campaign.

### **EMAIL 1 — GENERAL PUPPIES**

What should this email convey or do?

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#### **COPY**

##### **Subject Line**

The hook to get someone to open your email

##### **Preview/Pre-text Header**

The text that shows up next to your subject line, or underneath your subject line on mobile

##### **Headline**

Your email's title

##### **Visual Component**

An image, GIF, or video

##### **Primary CTA**

Copy + link

##### **Targeting List**

Who is being emailed? Link directly to your CRM so you can find the list easily

##### **Related Workflow**

If your campaign is recurring and exists in a CRM, link to it for referencing later