

# CHECKLIST FOR A WOW CAMPAIGN



**HUMAN TO HUMAN  
CONNECTIONS ARE  
THE FOUNDATION  
FOR SUCCESSFUL  
BUSINESSES TODAY.**

**To find and engage audiences,  
B2B companies need to build  
marketing and lead gen  
campaigns that are creative,  
smart and driven by data.**

**WELL INFORMED CAMPAIGNS THAT ARE  
DRIVEN BY DATA CAN CULTIVATE  
COMPETITIVE ADVANTAGE FOR EVERY  
STAGE OF THE BUYER'S JOURNEY.**

**A combination of data and creativity is going to set the leaders  
apart from the laggards", experts in Forrester Consulting study.**

# HERE ARE 8 STRATEGIES FOR BUILDING YOUR NEXT WOW CAMPAIGN.

**Choose a targeted lead generation strategy. 61% of high-performing marketers have developed a single view of the customer by unifying data from many touchpoints, channels and media interactions into an individual customer profile.**

***Forbes***

# 1 LOOK TO EXISTING RELATIONSHIPS

- ⚡ **Current and former customers.**
- ⚡ **Thank them for their business.**
- ⚡ **See if there is an opportunity to expand services.**
- ⚡ **Ask for referrals.**
- ⚡ **Closed/lost deals.**

# 2 TARGET BY VERTICAL

- ⚡ **Do you have deep existing relationships within an industry?**
- ⚡ **Specializing by vertical is a great way to differentiate.**
- ⚡ **Utilize focused case studies and identify vertical experts internally to contribute to strategy development.**

## **3 TARGET AUDIENCES (LOCALLY OR REGIONALLY)**

- ⚡ Create local content to build local authority and local presence.**
- ⚡ Earn more trust by understanding the regional differences that local company's deal with.**
- ⚡ Participate in or host face-to-face events.**

## **4 FOCUS ON TARGET ACCOUNTS**

- ⚡ Also known as ABM or Account-Based Marketing. Sales and Marketing work closely to find the best fit accounts, creating hyper-targeted content and campaigns.**

# BRING DATA & CREATIVE TOGETHER

**Use your chosen targeted  
lead generation strategy to  
inform and build elemental  
and emotional dynamics.**



# 5 ENGAGING STORYTELLING

- ⚡ **KNOW YOUR CHARACTER.**  
Storytelling cannot happen without valuing and understanding your audience (See steps 1-4).
- ⚡ **Demonstrate conflict and how your character transforms through the challenge.**
- ⚡ **If your story lacks conflict then you're probably sharing a pitch or tag line.**

# 6 LONG TERM CAMPAIGNS

- ⚡ **Create contrasts between choices.**
- ⚡ **Your prospects become the main characters.**
- ⚡ **About standing out and not playing safe.**
- ⚡ **Emotion gets remembered and shared.**



# ASSET DEVELOPMENT

# 7 CREATE LEGACY

- ⚡ Drive inspirational relationships.
- ⚡ Give audiences something . to believe in.
- ⚡ Integrate your value and your mission.

# 8 BRAND ACTIVATION

- ⚡ Immersive brand experiences to create real-world engagement that is live or virtual.
- ⚡ Tradeshows or industry events.
- ⚡ Workshops for professional or personal development.

**DOWNLOAD THE CASE  
STUDY AND SCHEDULE  
A CONSULTATION:**



**CASE STUDY JEEP + WSL**



**SCHEDULE A CONSULTATION**



**SHOCK***ME*

