



“This is a presentation about what it takes to create and sell something remarkable. It is a plea for originality, passion, guts and daring.”

--- Seth Godin

Campaigns



Presentation Topics

What are Campaigns?

Campaigns

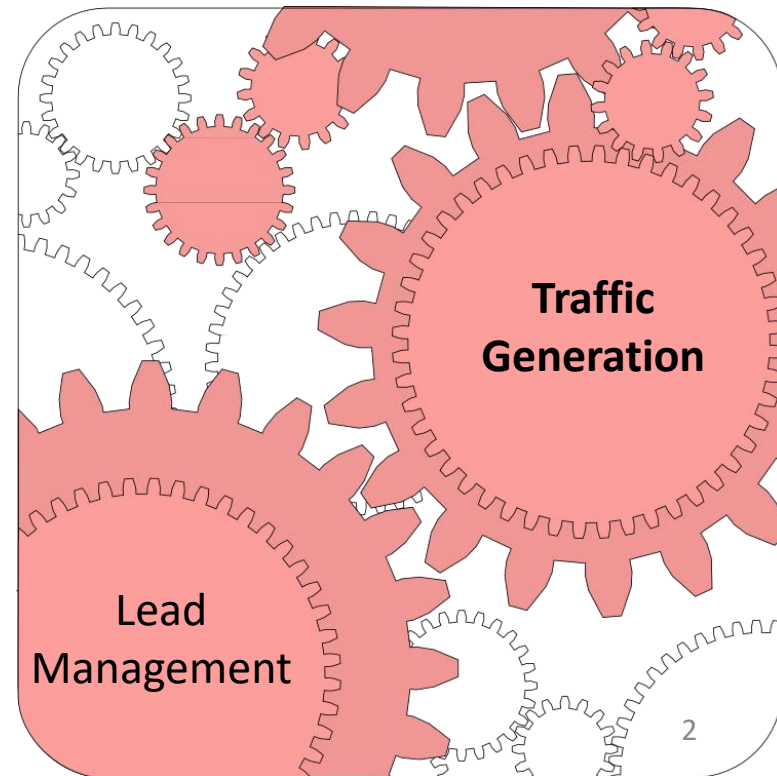
- Definition

Campaigns

- Why Use?
- Examples

Campaigns Creation Tasks

- Identify the campaign audience
- Set goals and benchmarks
- Create the offer
- Create the Landing Page
- Plan nurturing flow
- Create the conversion path
- Create the promotion path
 - Blog, social media, keywords, paid search
- Track and Report
- Repeat





Marketing campaigns

A specific, defined series of activities used in marketing a new or changed product or service, or in using new marketing channels and methods.

Source: Entrepreneur.com/encyclopedie



Inbound marketing campaigns

Concentrated efforts that align all of your marketing channels around a single offer and goal.

An inbound campaign uses interconnected tools to weave context about a lead into every channel and every tool.



HOW TO RUN AN

INBOUND MARKETING

CAMPAIGN

Campaign Focus

- **Verticals:**
 - target a specific business niche or group of people in an industry
- **Product Lines:**
 - group of related products made by one company
- **Demographics:**
 - characteristics of a particular population (age, gender, occupation, etc.)
- **Personas:**
 - fictional, generalized characters that encompass the various needs, goals, and observed behavior patterns among your real and potential customers



**THEN WHY USE
CAMPAIGNS?**



Align your marketing channels.

Connect all of your inbound marketing pieces together. Disconnected tools and channels makes it difficult to measure results.

HOW TO CREATE AN INBOUND MARKETING CAMPAIGN.

5 STEPS TO CREATING AN INBOUND MARKETING CAMPAIGN

- Identify your buyer personas
- Select or create your offer
- Create the conversion path
- Create the promotion path
- Review & Repeat



Not all
campaigns are
created equal or
look the same.

**A CAMPAIGN IS
BASED ON YOUR
AUDIENCE.**

Audience

Questions to ask yourself about your buyer personas

- 1 What can you help solve for your buyer personas?
- 2 What does a day in their life look like?
- 3 Where do they go for information?
- 4 What type of social media channels are they using?
- 5 How does your buyer persona check email?

AIS Information Isabella

[← All personas](#)

- Persona Lists
- All Contacts 12
- Leads 10
- MQLs 0
- Customers 2


Using personas

[Add to forms](#)
Make sure your persona question is asked in your forms.

[Assign with workflows](#)
Use lists and workflows to find and update existing contacts.

[Import new contacts](#)
Import contacts and tag them with the specific Persona name.

Mastering personas



I am a...
Excited about applying information technology to business problems

Internal Notes

Roles	Intern, Student, Strong communicator, Open minded and positive attitude
Goals	Network with peers, Enhance resume, Develop specialized skills, Strengthen communication skills, Learn more about the field of ISM
Challenges	Balancing time constraints, Finding organizations to belong to, Family commitments, Too involved to focus, commit and give their all

Demographics

Age	18-30
Income	\$5,000-\$50,000
Education	Pursuing undergraduate, graduate, certificate degrees
Location	Lives in Southeast Michigan

Story

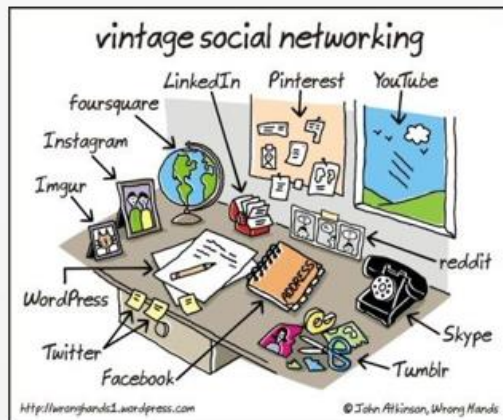
Story	Isabella is a very hard working ISM student. She works part-time as an intern as well as being a full time student at Wayne State. She is very lively, friendly, and loves to network with others in her field. While she knows that employers in the technology field look for different things than a normal business student, she is looking for some help to enhance and improve her resume to make it more geared towards IT. She also wants to learn more about the field and what sorts of jobs are offered in the different industries. Meeting new people and getting to know how they like the study of ISM is also something important to her.
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5 STEPS TO CREATING AN INBOUND MARKETING CAMPAIGN

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- ✓ Select or create your offer
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- ✓ Review & Repeat



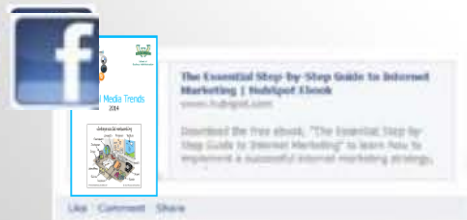
Social Media Trends



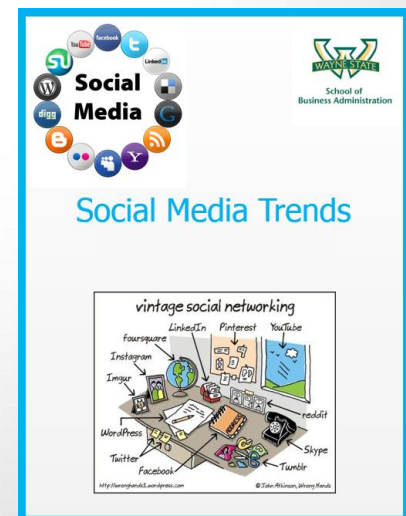
But how can someone get your offer?

After you determine your offer, decide on how you will get your buyer persona to find it.

How a **prospect** moves through an inbound marketing campaign. The opposite way you will create it.



Create an **inbound marketing campaign**.
After you determine your offer, decide how your buyer persona will find it.



1. PICK YOUR OFFER

Create an **inbound marketing campaign**.
After you determine your offer, decide how your buyer persona will find it.



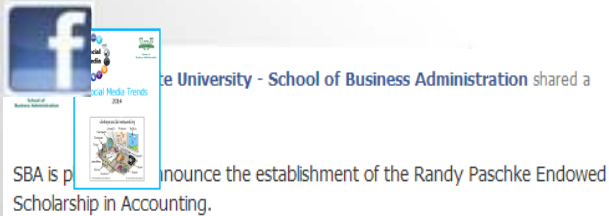
2. CREATE THE CONVERSION PATH



1. PICK YOUR OFFER

Create an **inbound marketing campaign**.

After you determine your offer, decide how your buyer persona will find it.



University - School of Business Administration shared a post. SBA is pleased to announce the establishment of the Randy Paschke Endowed Scholarship in Accounting.



HubSpot: The Essential Step-by-Step Guide to Social Media Marketing. Download Your Free Guide.



Social Media Trends. vintage social networking. Includes logos for LinkedIn, Pinterest, YouTube, foursquare, Instagram, Image, WordPress, Twitter, Facebook, Skype, and Tumblr.

3. CREATE THE PROMOTION PATH

2. CREATE THE CONVERSION PATH

1. PICK YOUR OFFER

Use the Campaigns tool as a **checklist.**

You can use the Campaigns tool as a reminder of what you need to build out a conversion and promotion process.






Post Bachelor Certificate in ISM [Analyzing a Campaign](#) [Create Tracking URL](#) [Delete campaign](#)

[Return to all campaigns](#)

	2,417 / 3,000 Visits	55 / 200 Contacts	3 / 20 Customers
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Overview

Information

	54 Landing pages	2,081 Visits	55 Contacts	3 Customers
	1 Calls-to-action	3,862 CTA views	10 CTA clicks	7 Submissions
	1 Email	4 Sent	3 Opened	0 Visits
	16 Blog posts	336 Views	4 CTA clicks	0.4% CTA conversions
	356 Social messages	262 Facebook clicks	274 Twitter clicks	6 LinkedIn clicks

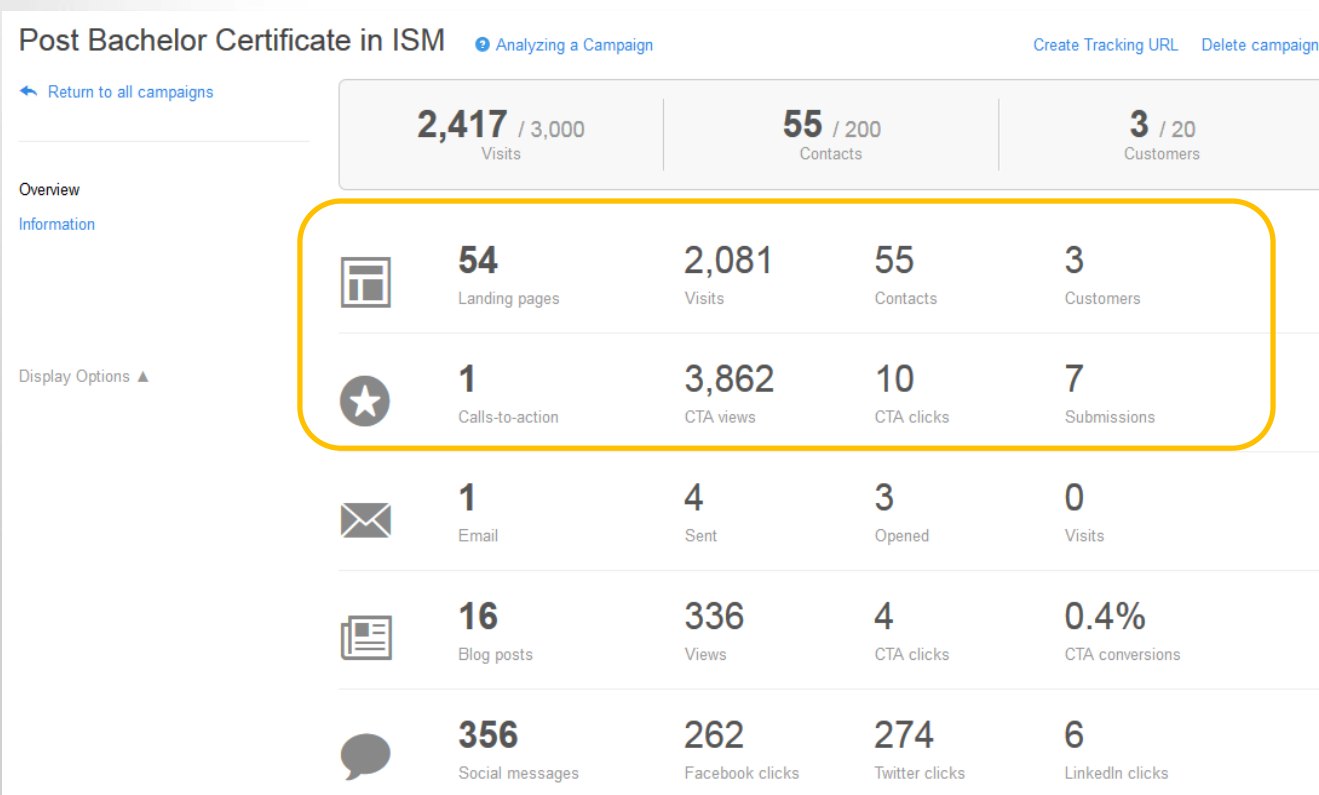
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5 STEPS TO CREATING AN INBOUND MARKETING CAMPAIGN

- Identify your buyer personas
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- Create the promotion path
- Review & Repeat

To provide your offer,
an **exchange** needs to happen.

Use the Campaigns tool as a **checklist**.



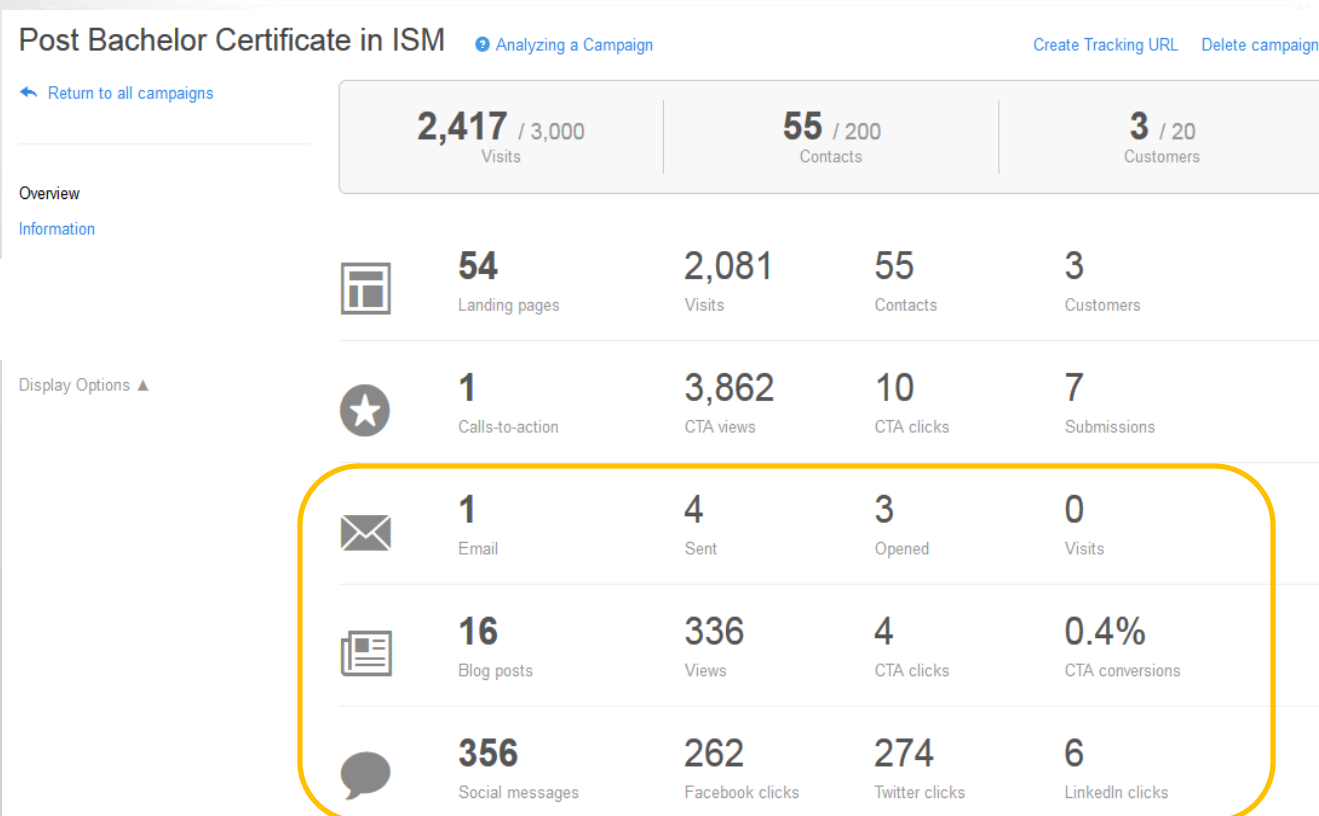
Create the Conversion path using:

- Landing Pages
- Calls-to-Action

5 STEPS TO CREATING AN INBOUND MARKETING CAMPAIGN

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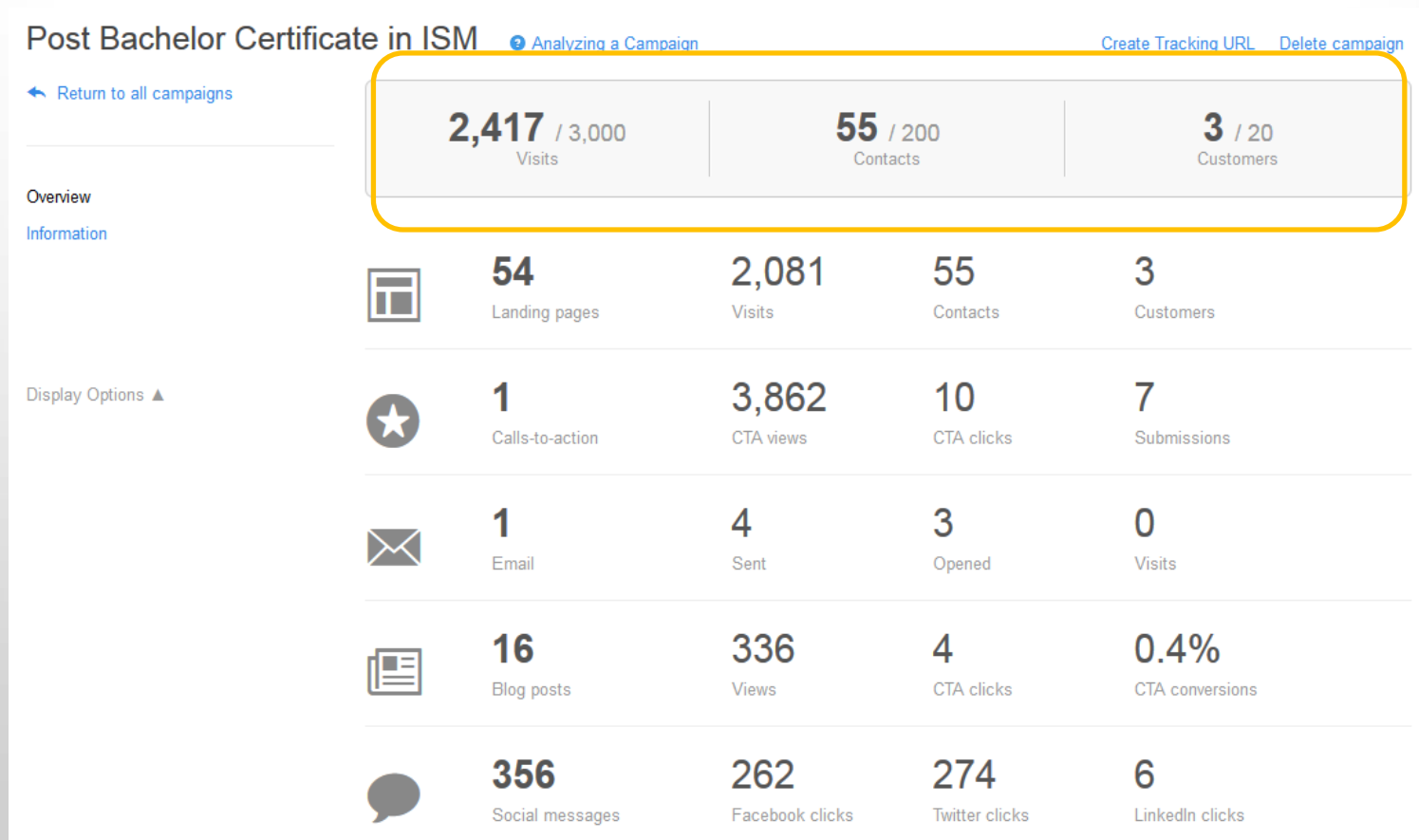
Use the Campaigns tool as a **checklist**.



Create the promotion path using:

- Emails
- Blog posts
- Social messages

View the **results** of your inbound marketing campaign.



View the **results** of your inbound marketing campaign.

Landing Page	Visits	Contacts	Customers
Post Baccalaureate Certificate in ISM	1,682	47	3
Post - Certificate Programs	168	1	0
Post - ISM 3630 Syllabus	79	4	0
Post - Hot 50 Jobs in Michigan	60	3	0
Post - ISM 5994 Syllabus	35	0	0
Post - Influential Business Thinkers	30	0	0
Post - ISM 6997	27	0	0

5 STEPS TO CREATING AN INBOUND MARKETING CAMPAIGN

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1



Identify your campaign audience. Who are we talking to here? Understand your buyer persona before launching into a campaign, so you can target them correctly.

2



Set your goals + benchmarks. Having SMART goals can help you be sure that you'll have tangible results to share with the world (or your boss) at the end of your campaign.

3



Create your offer(s) + landing pages. Don't forget to optimize your landing page for SEO, have a clear value proposition and call to action (usually a form for the user to complete.)

4



Plan + build your automation + nurturing flows. Your campaign doesn't end when leads convert on your landing page. Plan and build your follow up emails + campaigns to nurture leads down your funnel.

5



Kick off your campaign with targeted email. A targeted email to a segment of your database is a great way to engage your existing audience of leads.

6



Write a blog post. Your campaign is awesome - don't hide it from the world. Use your blog post as an opportunity to introduce readers to the valuable content they'll find in your offer.

7



Share it on social media. Promote your blog post and offer through social media to drive traffic into the top of your funnel.

8



Add in long tail keywords. Make sure your campaign is SEO friendly - that way, interested prospects will find your campaign long after you stop actively promoting it.

9



Consider paid search and other channels. Other channels can be a part of your inbound campaign, too - just be sure that you are measuring the effectiveness of these channels.

10



Track Your URLs. Where is your traffic coming from, and how are visitors finding you? Tracking URLs can help.

11



Report on Your Results. Hard work shouldn't go unmeasured. You set goals at the very beginning; now it's time to celebrate your success. Organize and show off your numbers at the end of the campaign.



Thank You!

innovation