



PlaybookManager
Retainer

CREATE,
MANAGE,
OPTIMISE,
RESULTS.

STAGE 7.

Accountability to campaign performance is the responsibility of the Playbook manager and requires regular monitoring and optimisation, plus ensuring new campaigns are launched as per the Playbooks.

CREATE

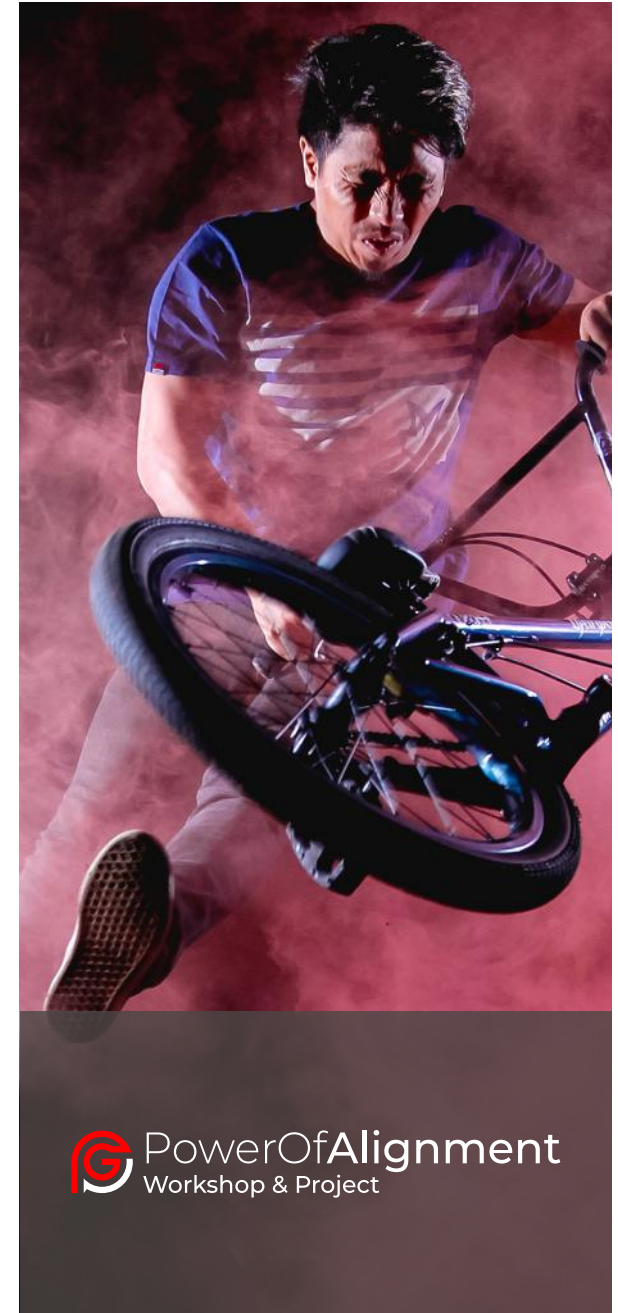
New Inbound campaigns should be created in line with the Playbooks to maintain the support for the Marketing, Sales and Client Services teams. The timing of the new campaigns will vary based on the business model, although a typical campaign creation schedule looks like:

- Daily: social
- Weekly: cluster blog & tactical offers
- Monthly: survey, cluster blog & tactical
- Quarterly: conversion pillar pieces

MANAGE

It is essential existing campaign performance against the SMART goals that it was designed to deliver through are managed via your dashboard and / or reports. Maintaining up to date information allows campaign optimisation on the fly and examples are:

- Client: account management calls and performance check ins
- Marketing: traffic volumes, content engagement, visitor to lead conversion
- Sales: education content engagement, enquiry to conversion timeline, lead to client conversion
- Client Service: survey feedback, percentage of survey uptake, testimonials review and referrals, uptake of upsell offers



 PowerOfAlignment
Workshop & Project



OPTIMISE

Optimisation is a critical component of the Playbook Managers role, from the analytics and management, improvements should be made in line with the Playbooks

- Ensure enough meaningful data has been accumulated
- Remove outliers
- Create a thesis of why the results have been good, average or poor
- Create an optimisation plan to update the assets by A/B split or multivariate testing
- Update the campaigns and record the changes in the playbook
- Schedule the next check in period to establish if the optimisation has had a positive effect

RESULTS

With well defined Strategies, GamePlans and Playbooks, your business is 'internally market ready' and confident in delivering the objectives and goals identified to:

- Built from a well aligned business strategy, GamePlans and Playbooks
- Targeted to specific personas & buyer profiles, aligned to that buyers journey
- Serving up relevant and remarkable content
- Include the flywheel attract, engage and delight phases
- Align marketing, sales and client services in a closed loop
- Are managed and optimised regularly from the campaign data

READY?

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