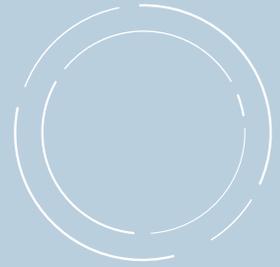


# Ep 41: STIMULATING YOUR BUSINESS GROWTH

## The Art of Marketing Campaigns



- Identify your consumer target and insight.
  - Decide if you want more of the same or a different target. Stay rooted in your Brand Story, but this is your opportunity to stretch beyond your core consumer without alienating your existing consumer base.
  - Identify your consumer by demographics and psychographics. (Characteristics, passion points, interests, behaviors, life stages.) Don't settle for generic classifications such as age, gender, income, etc. Be choiceful and intentional. This understanding is important because it is how you define your consumer insight.
  - Identify the consumer insight. This is a tension or opportunity in the context of a cultural or community based moment-in-time. By connecting the two you create relevancy and emotional connection which becomes the impact you hope to generate.
- Develop your slogan and Call-to-Action.
  - Your slogan is the common thread that unites your campaign. Generally a temporary "rallying cry" but when done well can become ubiquitous with your brand. Like Nike "Just Do It", Athleta's "Power of She". This becomes the thematic that inspires all your creative and execution, often times the hashtag of your campaign.
  - Your call-to-action. Let your customers/clients know what you want them to do. Sometimes CTA's are combined with a promo to incentivize engagement. It may also be encouraging action on social like shares, comments, or UGC (user generated content). Whatever it is, it should tie back to the business objective for running the campaign.
- Develop your communications strategy.
  - This is about identifying the right channels, story-tellers and assets/messages that will effectively transport your campaign to your target consumer.
  - Channels: How, when and frequency for sharing. (i.e. TV, digital, social, events, influencers.)
  - Story-tellers: Who will tell the story. (i.e. brand, spokesperson, talent, influencers, ambassadors.)
  - Assets: Materials you create. (i.e. signage, ads, social posts, handouts, content.)
- Develop your success criteria.
  - Your success criteria, KPI'S (key performance indicators) should be specific to the ultimate business goal for running the campaign.
  - The y should be quantifiable, measurable, time bound and tied back to your business goal.
  - Don't set arbitrary or vague criteria for fear of failing.

### Areas to address immediately are:

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_

### Action Plan:

Action	Timing	Progress	Complete