

CAMPAIGN In - A - Box

Your end-to-end checklist for planning and executing a successful marketing campaign.



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Introduction

Marketing campaigns are typically created once the marketing strategy is set. Setting a marketing strategy doesn't have to be a complicated process but typically focuses on how to concentrate resources on the greatest opportunities to increase sales and achieve a sustainable competitive advantage.

Whether you're looking to create a campaign for the launch of a new product or put the spotlight on your existing solutions, there are a number of fundamental steps you need to take to maximise your chances of a success.

Enclosed in this document, you'll find the key things to consider when planning and executing your marketing campaigns.

Objectives

First things first, figure out the 'why' for your campaign – what are you trying to achieve with this campaign? *Examples of typical objectives include:*

- ◆ Building brand awareness
- ◆ New customer recruitment
- ◆ An increase in revenue
- ◆ An increase in website traffic
- ◆ Customer retention

Once you have determined what you need to focus on, you can drill into more detail by making your objectives SMART.

SMART Marketing Objectives are:

Specific: This is where you can expand on the above bullet points with 'who, what, when, where, why and how'. E.g. if your initial goal was to 'Build brand awareness' you can make this more specific by changing that to 'Build brand awareness within the UK'

Measurable: Add metrics to your objective, so you can determine whether they have been successful. For example, you can expand on your Specific objective with 'Build Brand awareness within UK by gaining 1000 impressions on our paid advertisements'

Attainable: Make sure your objective is achievable by considering your resources and budget.

Relevant: Check whether your objective aligns with your values and will help you achieve your long-term aims.

Timely: Set a realistic timeline for task prioritisation and motivation. By adding a timeline, our example objective would become: 'Build Brand Awareness within UK by gaining 1000 impressions on our paid advertisements within the next 3 months'.

As part of establishing your SMART objectives, you have now:

- ✓ Set a timeline
- ✓ Reviewed your resources and budget

Target Audience

Your target audience is a group of people categorised by interests or demographics, such as:

- + Job title
- + Level of education
- + Age
- + Gender
- + Interests
- + Purchase History (for existing customers)

By knowing your target audience, you can alter your marketing tactics and materials accordingly.

While working in a B2B environment, the job title is typically a key factor, as you can then target decision makers that you would like to influence..

If you're not sure about your target audience for a particular campaign, market research can help you get a better understanding of who might be interested in your products/solutions/services. There is a lot of information available on the Internet about market trends that can give you some insights. And, if you look into what your competition are doing, you can not only see which audiences they're already targeting, but you may also find out if they are missing any opportunities themselves.

Campaign Types

1. **Education**: via Education based marketing, you can share your knowledge with your customer base. By educating your audience, you avoid selling-based messages and, instead, focus on building trust. This way, your customers are more likely to recognise you as a thought-leader and rely on you to solve future challenges.
2. **Enablement**: Enablement refers to any marketing activity put in place to improve your teams' or your customers' efficiency. At Nuvias UC, we put a focus on enablement by creating training resources and enablement guides for our internal teams and customers which, in turn, equips them for more successful selling.
3. **Lead generation**: Once someone shows an interest in your content, they are considered a 'Marketing Qualified Lead' (MQL), which you can pass to your sales team to qualify the lead further and start up a conversation for a new opportunity. One way to capture genuine leads is by hosting your useful/valuable information behind a gated landing page and can utilise email and social campaigns to drive target customers to the landing page

Channels and execution

- **Social media:** social media can be one of the most cost-effective marketing methods. Once you have gained a following, you can establish your tone of voice by posting regularly, therefore, building your brand. Plus, you can engage with your customers' content too. Find out more about how to increase your social media following by reading our '[Social-in-a-box guide](#)'.



- **Paid social advertising:** Utilising LinkedIn advertising allows you to extend your reach and be specific with your audience. By putting budget behind your posts, you can target based on demographics such as location, interests, and job titles, as mentioned earlier.
- **PR:** by working with relevant press outlets, you're working with an established source, which provides more credibility to your brand and will provide greater reach for your marketing messages. The text in your press release should avoid blatant self-promotion but should reference your capabilities, especially if they are unique or in high demand. If you pay for ads in magazines or digital media, you can be more obvious about your offerings and skills.
- **Email Marketing:** the benefits of email marketing include: the ability to personalise content to your database, the option to make instant impact within minutes and the view of analytical insights, which will tell you who has engaged with your content, so you can follow up on the MQL or nurture them through the sales cycle by continuing to target your marketing towards them.
- **Blogging:** As mentioned earlier, sharing knowledge is a way to build trust. Blogging is a great way to display your thought leadership. Read more about how to make the most of your content by viewing our '[Content in a box](#)' [guide here](#).

Whichever channels you use, it's important to consider how many instances of each tactic you run as you may have to build up awareness of your company and your offerings before your target customers are ready to buy. Likewise, you need to ensure that you have processes in place to follow up any leads in a timely manner.



Measuring success

Now, let's find out if the activity was worthwhile. Measuring the success of your campaign is important for future planning, so you know what has worked and what hasn't and also to justify any future budget requirements.

The way you measure your success will be based on the metrics set in your objectives, however, examples may include:

- Number of content impressions
- Click through rates on social media, emails, and paid ads
- Increase in website traffic
- Form fills/content downloads
- Number and value of any MQL follow-ups which resulted in a sale



At Nuvias UC, we understand that not all resellers have the internal resource to focus on marketing vendor products to their end-users. Our dedicated team of marketeers are aligned to their own vendors, to ensure that we're creating up-to-date assets on key industry topics and products. Therefore, we can supply our partners with:

- Dual-branded emails: We can adapt our emails to suit an audience of end-users, for resellers to forward to their customers
- Branded PDFs – partners can utilise our brochures, whitepapers, and datasheets
- Social media – images and content are available to help our resellers promote vendor solutions via their social media accounts.

To find out more about the marketing support available, please contact us at marketing@nuvias-uc.com.