

DANIEL HILLS

DIGITAL MARKETING SPECIALIST

Presenting to :

PEOPLE

PEOPLE

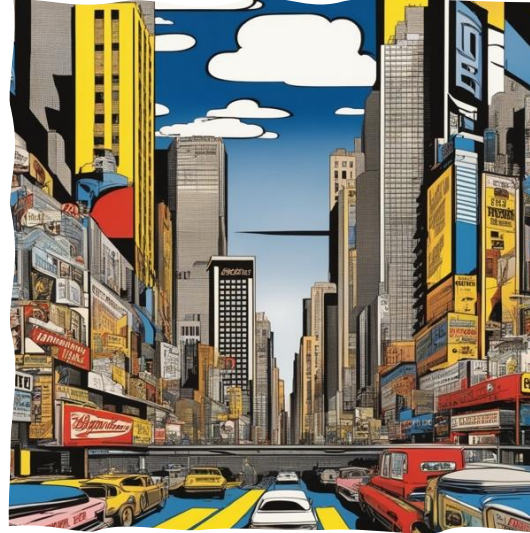
PEOPLE

DATE

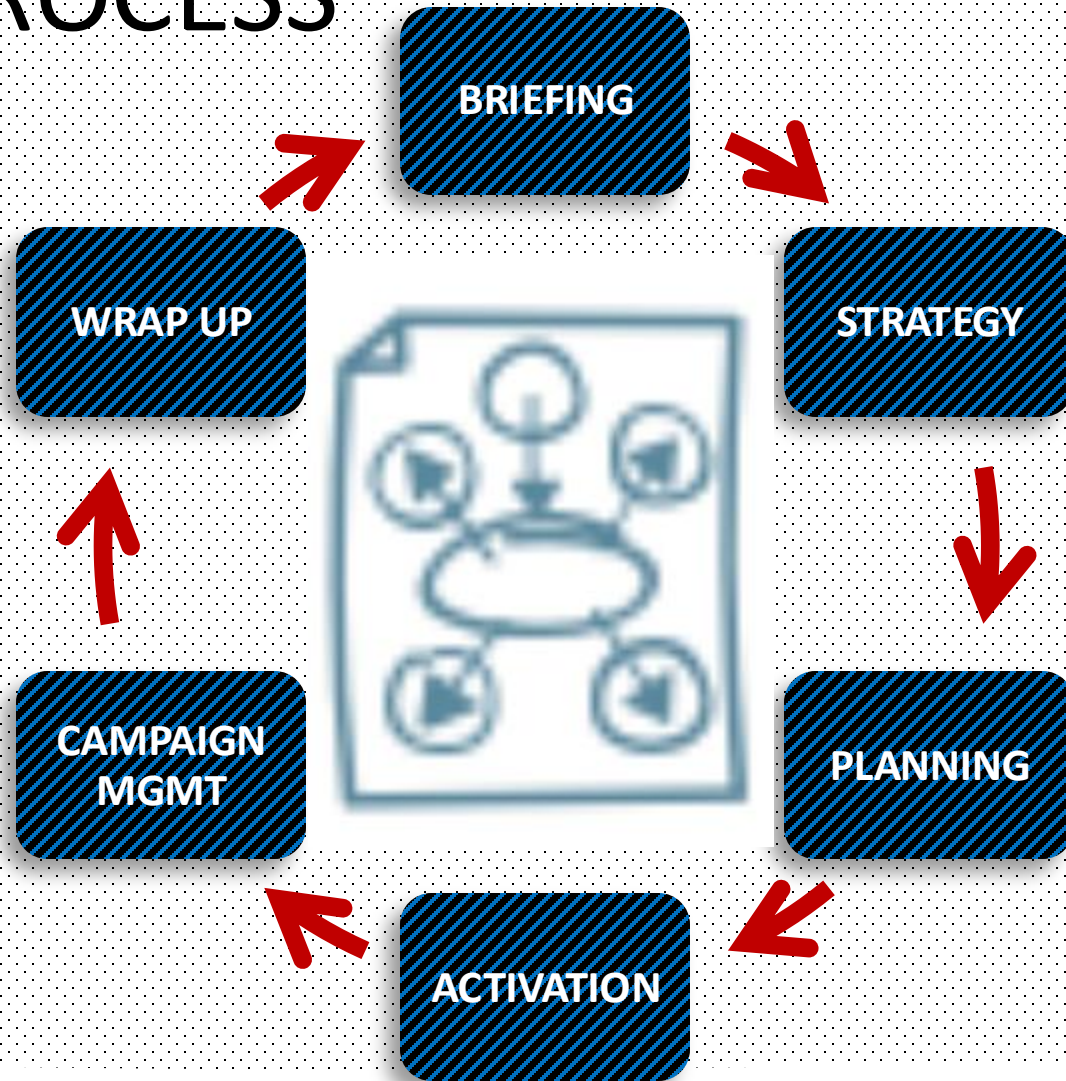


AGENDA

- Campaign project management
- Key Considerations
- Output examples
- Questions



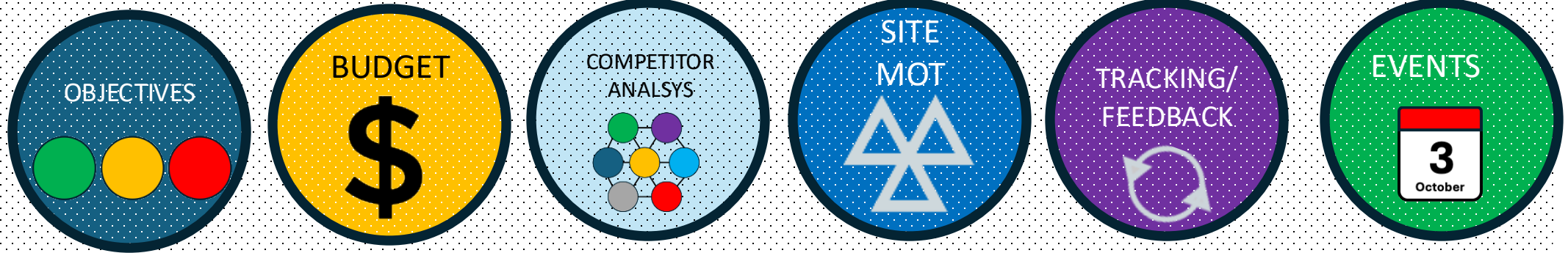
MARKETING CAMPAIGN PROJECT PROCESS



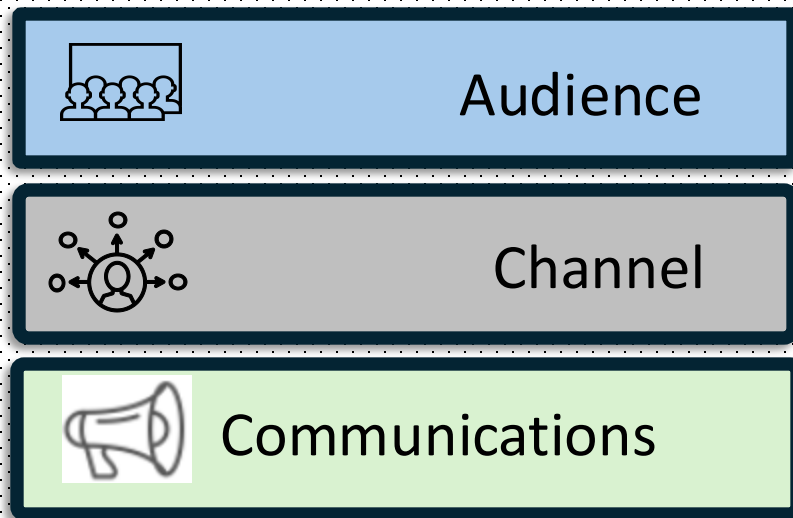
We ***MUST*** complete each stage of the process to ensure ensure marketing performance excellence!



BRIEFING

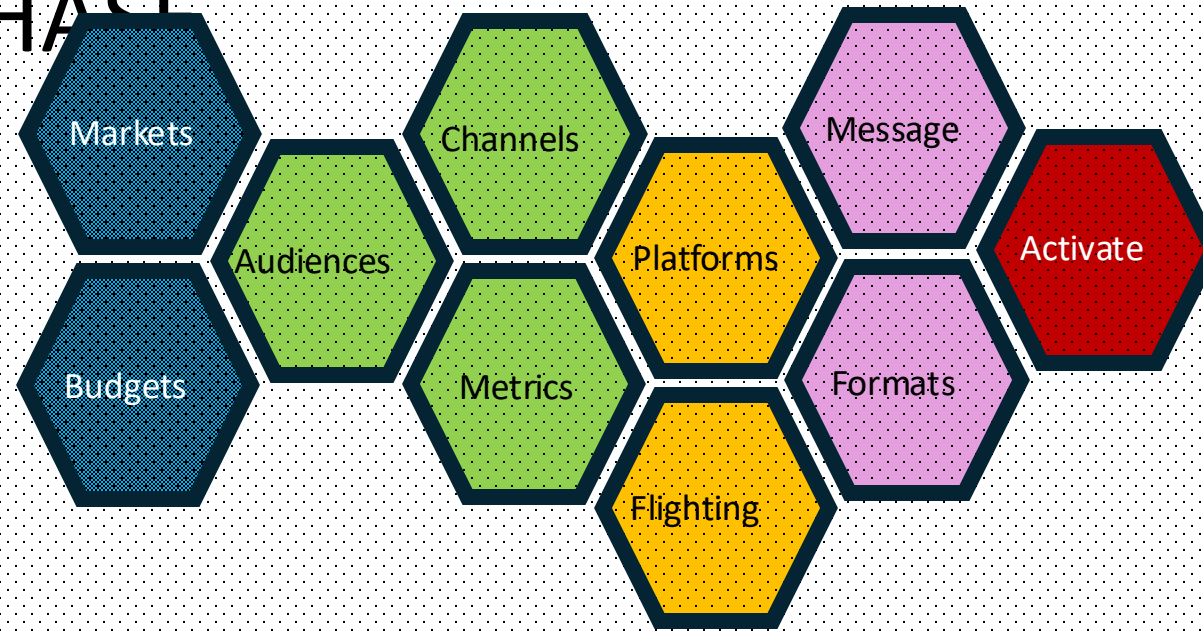


STRATEG





PLANNING PHASE



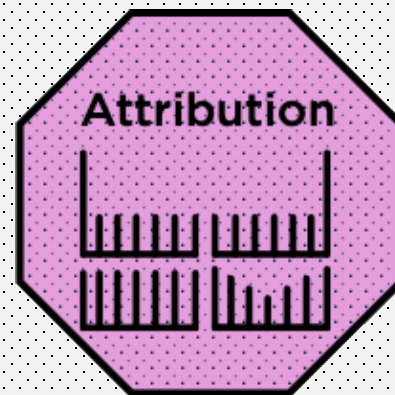
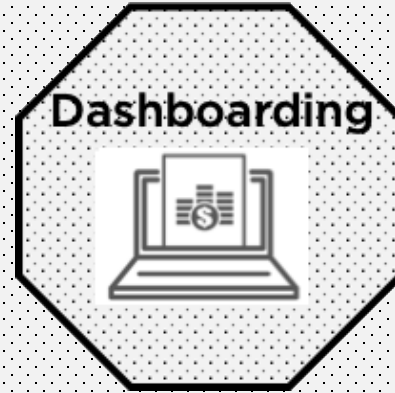
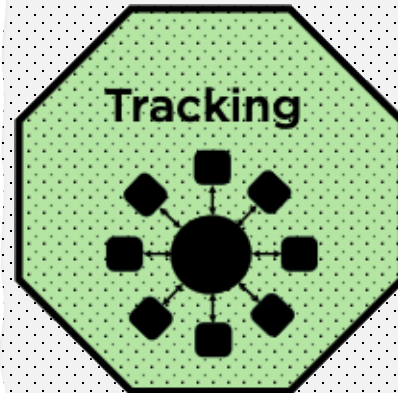
The planning phase brings audiences and channels, as per the strategy phase together into a formalized marketing communications plan. On completion of the planning phase, we are well positioned to go to market with the assurance that we have carried out a diligent process, and that our campaigns have the best possible chance of being successful

ACTIVATION + TESTING

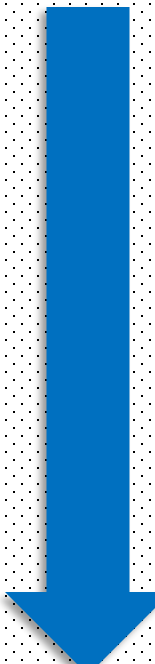


CAMPAIGN MGMT

- 🎯 Daily Checking
- 🎯 Weekly Reporting
- 🎯 Test + Learn
- 🎯 Optimisation
- 🎯 Insights
- 🎯 PCA
- 🎯 Re-plan



BRINGING THE PROCESS TO LIFE: PAID SEARCH EXAMPLE

- 
1. Clearly Identify Campaign Objectives
 2. Identify Your Target Audience
 3. Keyword Research
 4. Compelling Ad Copy
 5. Landing Page Optimisation
 6. Ad Extensions
 7. Negative Keywords
 8. Tracking + Measurement
 9. Ongoing Optimization



KPI EXAMPLE

Objective:

Sales Funnel

Primary Metrics:

Leads, £CPL, CR%

Secondary Metrics:

Clicks, CTR%, £CPC

WHAT ALWAYS TRIPS PEOPLE

It's a
trap!



WHAT ALWAYS TRIPS PEOPLE UP

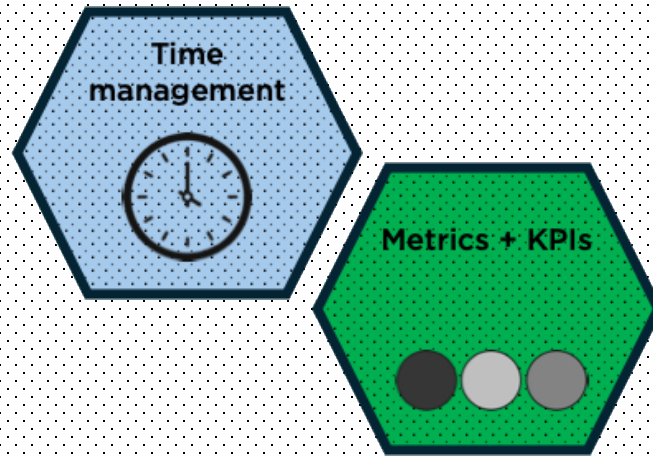


It's a trap!



In a complex marketing environment, effective time management is not solely about handling individual tasks on ones own desk. Given the multitude of moving pieces and interconnected responsibilities, it is all too common for critical deadlines to slip through the cracks. Therefore, it becomes crucial to also manage other members and stakeholders to ensure all the moving parts come together. By doing so, we can proactively prevent important deadlines from being overlooked or delayed, ensuring the smooth and efficient progression of campaigns.

WHAT ALWAYS TRIPS PEOPLE UP

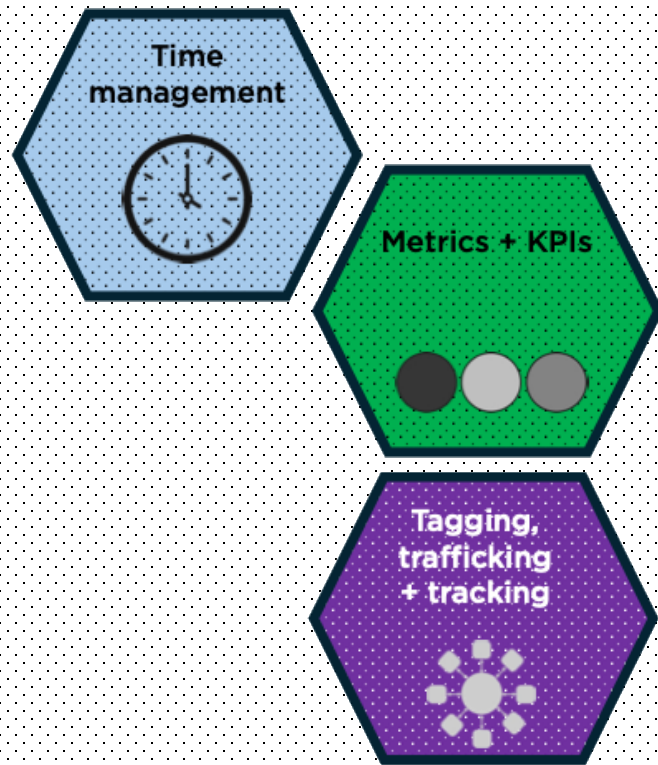


It's a trap!



Establishing clear campaign outcomes from the outset is absolutely crucial to confidently drive a strategy and planning process that compellingly delivers a campaign meeting both marketing and business objectives.

WHAT ALWAYS TRIPS PEOPLE UP



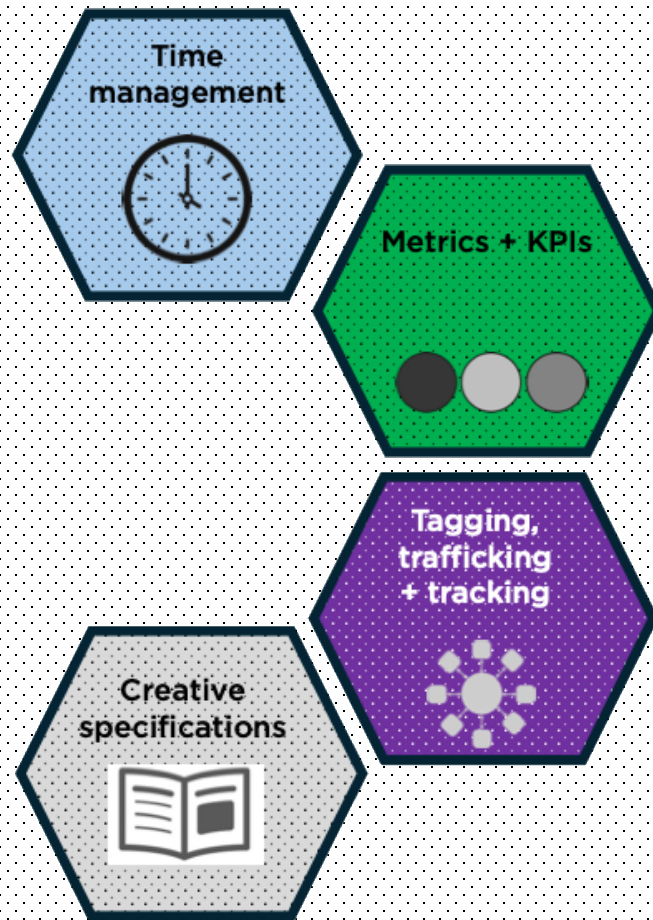
It's a trap!



The processes of tagging, trafficking, and testing consistently require more time than initially estimated. Anomalies and issues are prone to arise, necessitating careful and methodical attention. It is imperative to approach this stage with patience and precision, refraining from haste to ensure thoroughness and accuracy.

WHAT ALWAYS TRIPS PEOPLE UP

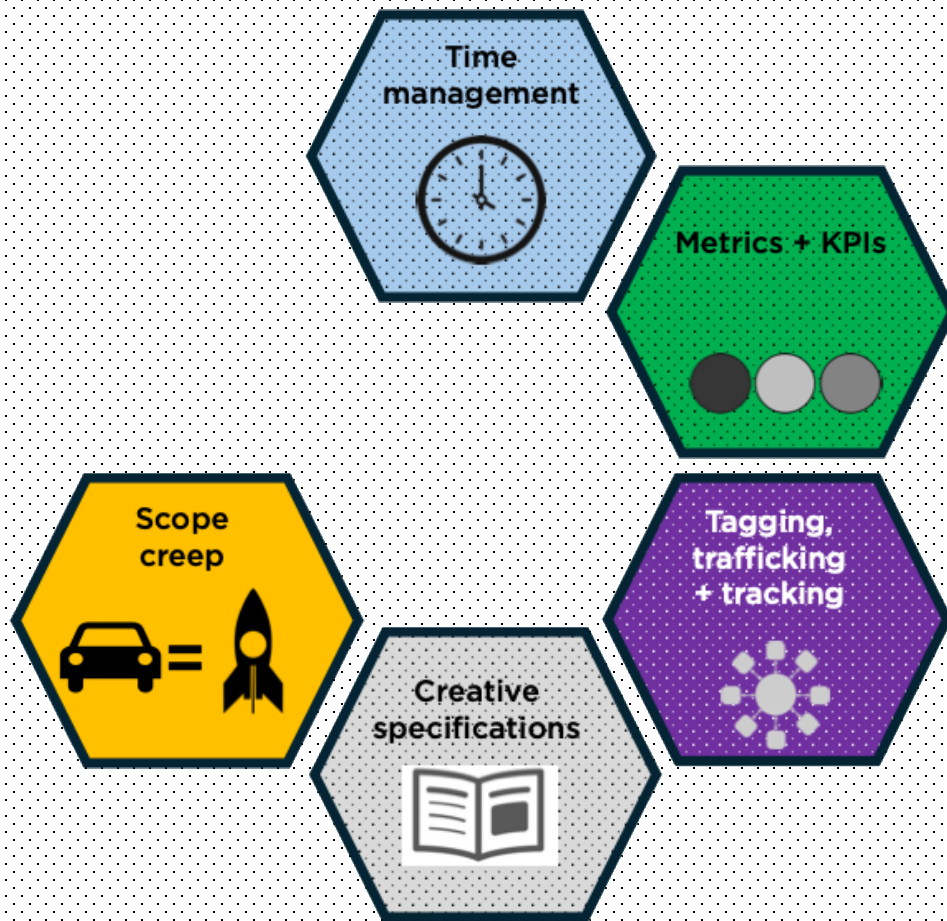
It's a trap!



It is vital to collate ALL of the creative specifications for every format with every platform or partner. This saves time and mistakes when creative and copy is being produced and reduces the occurrences of human error.

WHAT ALWAYS TRIPS PEOPLE UP

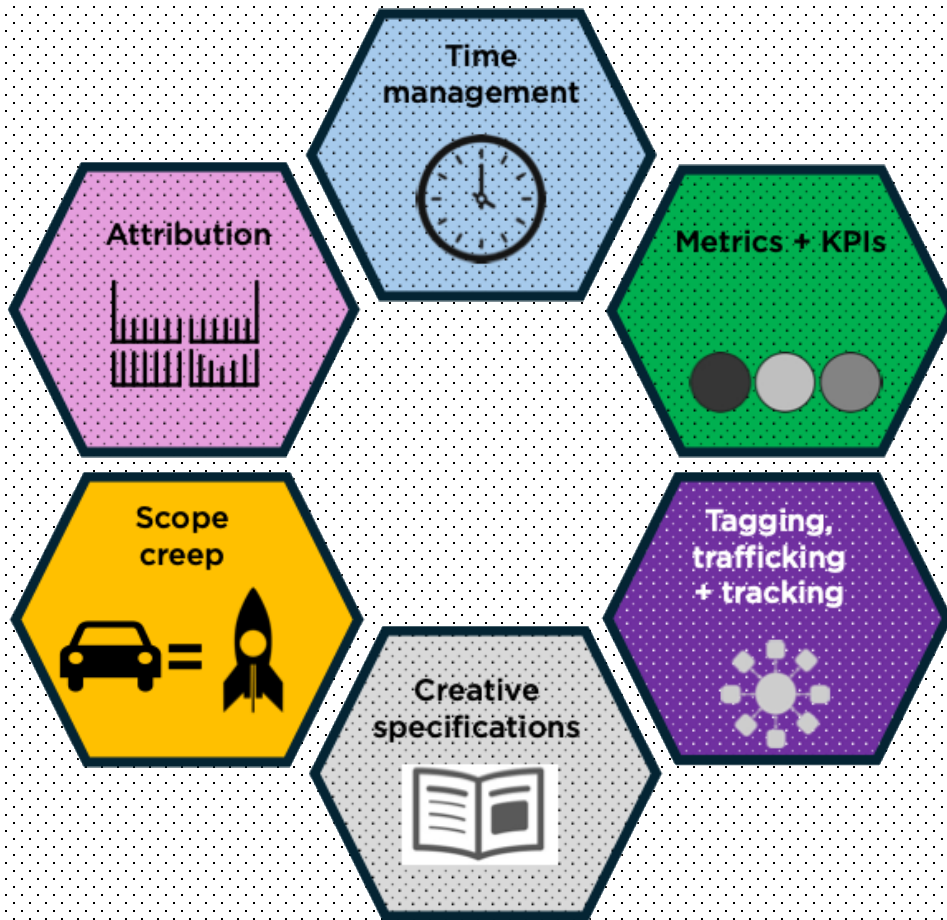
It's a trap!



Scope creep, the gradual addition of new requirements beyond the original scope, is a frequent challenge. Once the strategy has received approval and planning is underway, it's important to refrain from introducing additional requirements into the management information system (MIS). Doing so leads to duplications and necessitates reworking the planning process, ultimately consuming more time during the campaign planning phase.

WHAT ALWAYS TRIPS PEOPLE UP

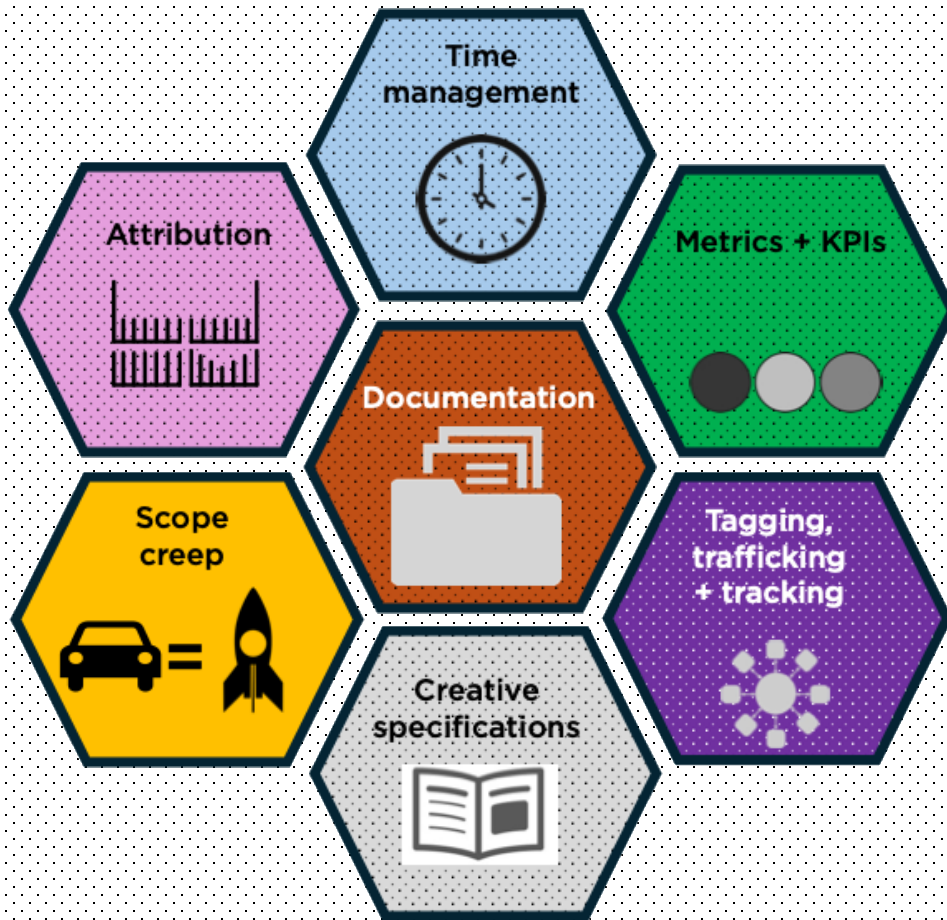
It's a trap!



Attribution must be carefully considered during the planning phase. High-funnel activities, such as video engagements, will invariably yield a higher cost per lead or sale compared to search, for example. Nonetheless, all these activities contribute to the ultimate action.

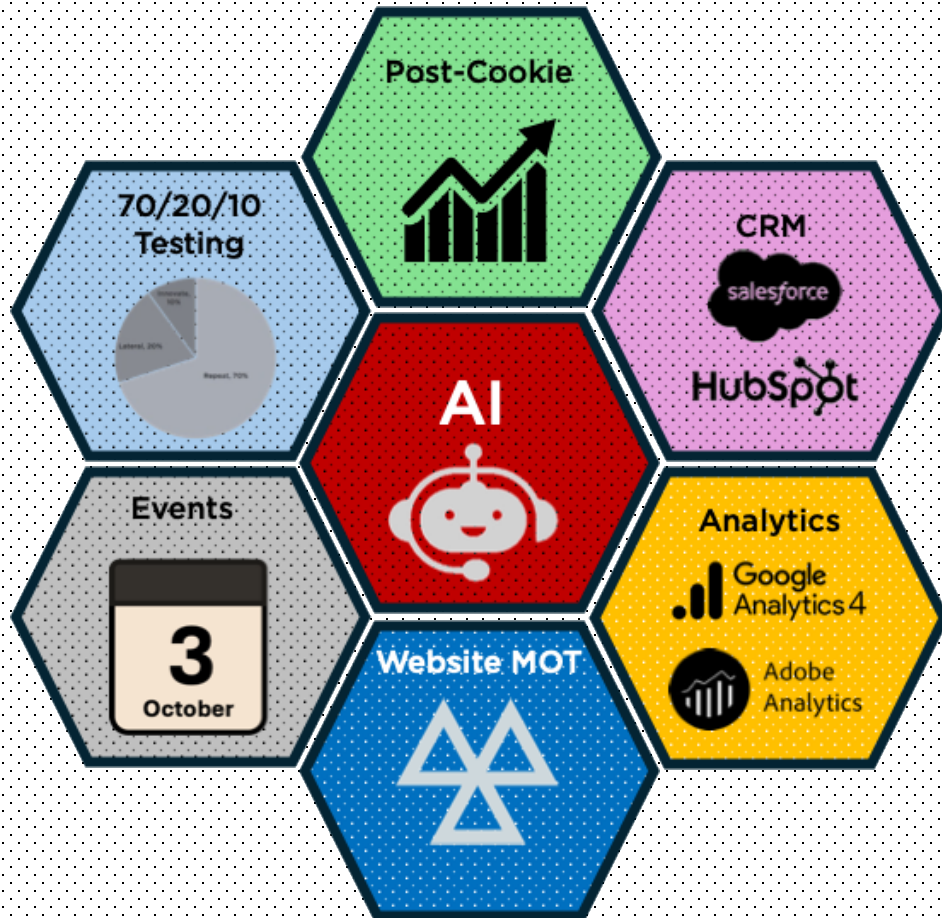
WHAT ALWAYS TRIPS PEOPLE UP

It's a trap!



Finally, and perhaps most significantly, documenting everything in a systematic manner enables the prevention of errors and allows other team members to provide assistance if needed. Moreover, it establishes a documented record in case of any issues with third parties.

ADDITIONAL CONSIDERATIONS



Plan around cookies by using alternative tracking methods

Always assign adequate testing budget into the campaigns to learn and exploit developments

Ensure CRMs have been synchronised with the campaign tracking parameters

Be ready to exploit developments in AI as they emerge i.e. copy writing, creative, tracking etc.

Be mindful of the events calendar so you can plan budgets + campaigns accordingly

As with CRM, take extra time to ensure tracking is synchronized with the campaigns

Website MOT is vital to ensure there are product pages to support the campaigns

IN SUMMARY

- Follow the established planning framework
- Focus on the key metrics for each channel
- 70/20/10 – Always Be Testing
- Attribution



QUESTIONS

?

Linkedin: /DanHills

Email:

Dan@PortlandRockConsortium.co
m

