

# Marketing Best Practices

*How to Strategically Develop a Marketing Campaign*

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# Step-by-step approach.

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1. Situation analysis
2. Research & trends
3. Messaging strategy
4. Media plan
5. Implementation & analysis
6. Next steps

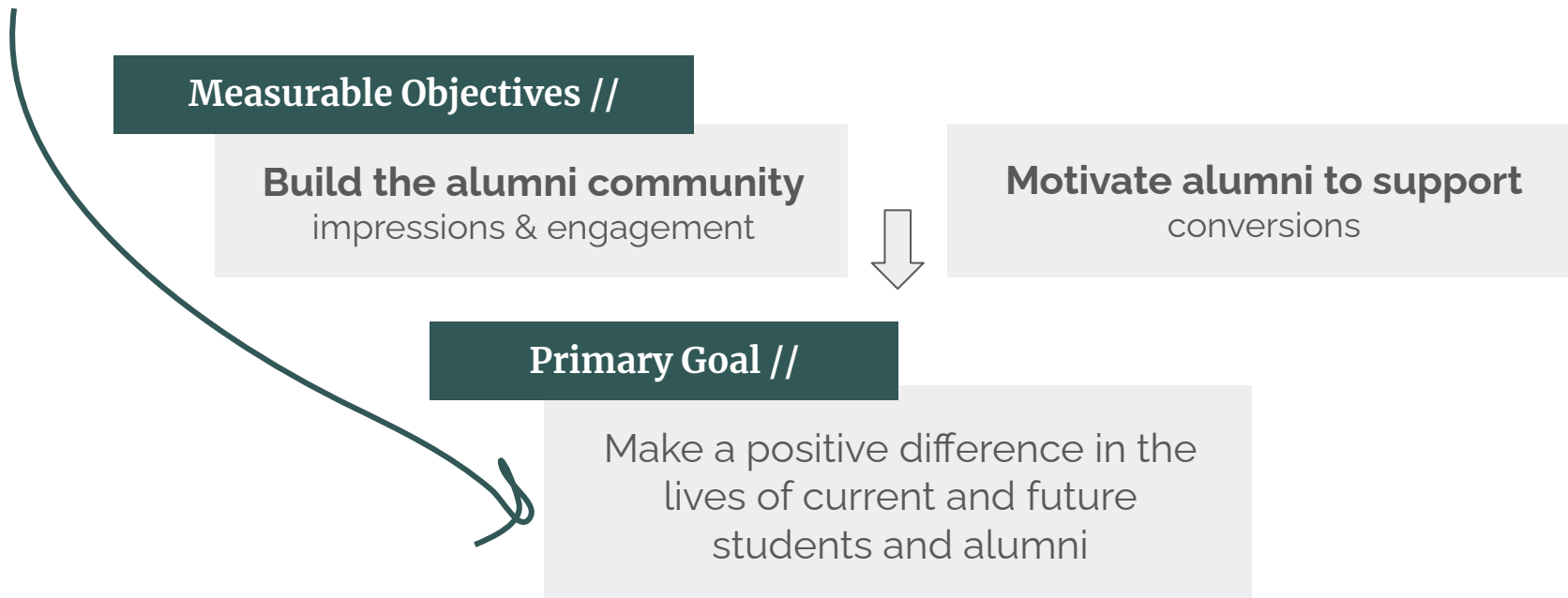


# Situation Analysis //

# Identify goals and objectives.

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**Work backwards!** What do we want our marketing to accomplish?



# Set a budget.

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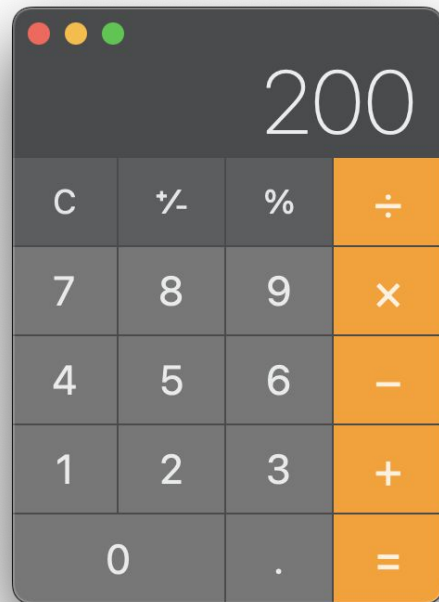
## *How much does it cost?*

Lean into your own set of parameters to guide your budget:

- Available dollars
- Team capacity

Then do the marketing math:

- Target audience universe
- Market saturation / frequency
- Expected or desired ROI



**Research & Trends //**

# Survey the landscape.

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Are there any *key trends and considerations* within the industry and community that might affect the campaign?

- Behavioral
- Economy-based
- Seasonality
- ...more



## Gens Y&Z

Though Millennials and Gen Z live on social media, they also prefer experiences over things and want to be a part of something bigger; Millennials are also referred to as "Generation DIY"



## Experiential

Experiential entertainment and experiential marketing are both trending; from Top Golf to escape rooms, people want something more without feeling like they're being "marketed to"



# Explore the competition.

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What are competitors saying and doing? Where are they advertising and promoting? Are there any key words or media to apply or avoid to ensure you have a high share of voice (SOV)?

<b>CONCERN</b>	<b>HOW TO ADDRESS</b>
<b><i>Sponsor Ask</i></b>	Our current sponsors are facing a questionable economic outlook and receive a lot of asks
<b><i>Same-Day Events</i></b>	Other larger scale events that are happening in Central Iowa on the same date include the a 5K downtown and a brew fest in East Village.
<b><i>Other Auto Shows</i></b>	For auto show enthusiasts, we need to consider two larger scale international events that both occur the weekend of this event. Smaller local shows are also in the region.





# **Messaging Strategy //**

# Identify your target audience.

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Upon performing research, determine your ideal target audience. Consider segmenting your audiences based on where they are and desired action.

## CONSUMERS

### Parents & Family Members

Parents of youth aged 3–14 years old, and their close family and friends, who aim to create a memorable experience.

## EDUCATORS

### Teachers & Administrators

Teachers and curriculum directors who seek simplified classroom activities that encourage exploration and teamwork.

## BUYERS

### Wholesalers & Retailers

Wholesalers and retailers that are tasked with purchasing bulk products that will please the end user and provide continual sales.



# Positioning statement.

With a more complete understanding of the industry and competitors, where do you fit into the equation?



# Develop your key message.

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What do they currently think?

**“I am a consumer with a need”**

**A key message bridges the gap**

What do we want them to think?

**“My need has been met”**

**tone. voice.**

how the brand/product speaks

**characteristics. vibe.**

how the brand/product acts



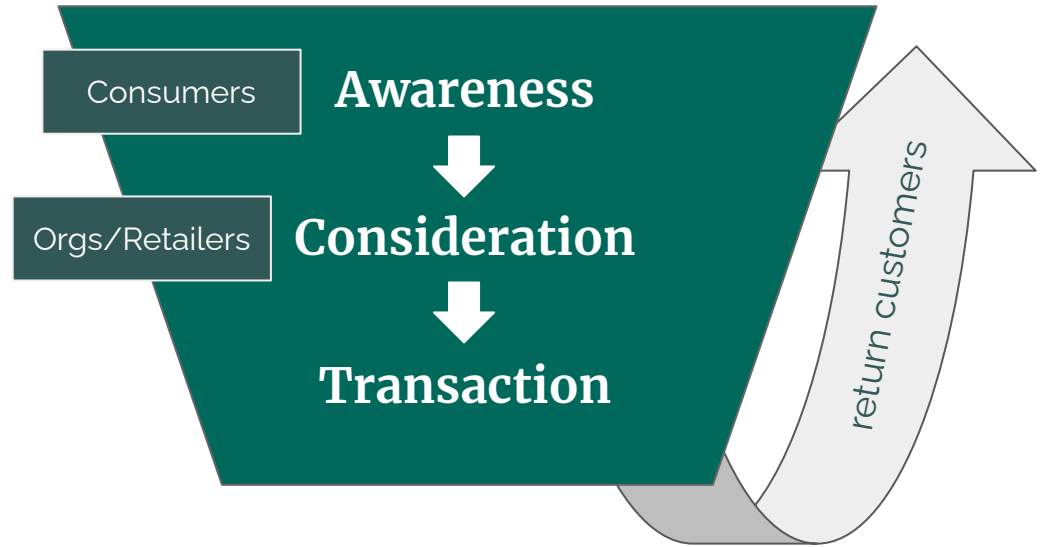
# Media Plan //

# Consumer journey.

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Push the targets through the funnel to reach the measurable goals and objectives. Segmented targets might enter the funnel at various stages.

- **Awareness** of the offerings
- **Consideration** to partner, shop and design
- **Transaction** through purchasing product online or in-store



# Determine media channels.

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Starting with owned content as the primary communication mechanisms, identify channels that:

- find the targets and segments where they are
- offer available space and timing to place the message
- can be implemented within the team's capacity
- fits the budget

	<i>OWNED</i>	<i>EARNED</i>	<i>PAID</i>
<i>Consumers</i>	Website Emails Catalog	Social Press Releases	Social Google Ads Sponsorships
<i>Organizations</i>	Website Emails Personal Sales Catalog	Social Radio Show Press Releases	Direct Mail Sponsorships
<i>Retailers</i>	Website Emails Personal Sales Catalog	Social Radio Show Press Releases	



# Implementation & Analysis //



# Set KPIs.

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## *Key performance indicators*

allow you to measure the results of your campaign and offer benchmarks to make revisions as the campaign progresses. These can be based on industry standards or past campaign performance.

<i>Website Feature Article</i>	Web views: 250
<i>Monthly Email</i>	Sends: 350 Open rate: 46.9% Click rate: 7.67%
<i>Radio Interview Segment</i>	Web views: 150 Web listens: 10
<i>Meta Posts</i>	Organic Monthly Reach: 425 Organic Monthly Engagement: 300
<i>Sponsored Newsletter</i>	Sends: 2,600 Click rate: 2.12%
<i>Meta Ads</i>	Reach: 1,750 Engagement: 150



# Build content calendars.

Complete content calendars that include:

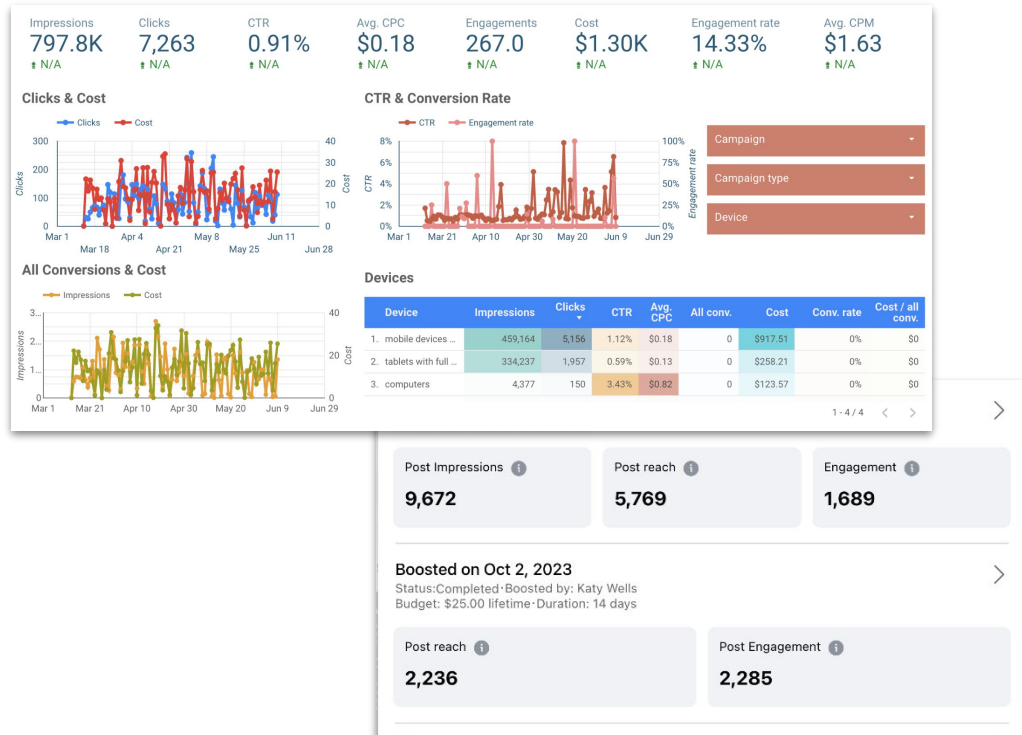
- frequency of messaging (paying attention to important dates and milestones)
- topics relevant to each target segment
- requirements to deploy
- specified media channels and deploy dates
- content that can be utilized across channels

Q1 Weekly Media	January				
Communication	1/2	1/9	1/16	1/23	1/30
	<b>Amazon Returns</b> Product/Service Profiles Consumers	<b>Project Showcase</b> Inside Our Walls Consumers/Retailers	<b>Valentine's Day Cards</b> Product/Service Profiles Consumers	<b>Collab Announcement</b> Community Consumers, Retailers	<b>Wedding Stationery</b> Consumers
<b>Message</b>	Reminder we are closed today - but come in this month with your Amazon returns! Check out our video to make your return simple and easy. Announce Amazon coupon offering for the month.	Showcase a current project or collab. This could be a cool product, too! We can make this into a blog as well and link the blog post from the website.	Come in to check out our new selection of Valentine's Day cards and crafty supplies. We can make your kids' Valentines Day cards too! Print local! Look at our examples here or build your own using our template.	Collab Announcement - showcase local retailer who does a great job at reselling items (show the items).	Save The Dates - Wedding Stationery - tag wedding landing page
<b>Requirements</b>	Client to approve Amazon returns video and provide details on January returns offering/promo.	Will need access to product/project for photo/video.	Client to source/create a handful of Valentines Card options and input a V Day handouts template on website so parents can create their own.	Need to confirm collab partner or retailer and items to showcase. DYM to capture photo/video.	Post wedding landing page - photo of save the dates
<b>Promotional Channels</b>					
<b>Owned Media</b>					
Blog Post			V Day Card/Gift Ideas		
Email	1/16 Sub-Story	1/16 Sub-Story	<b>Feature</b>	1/16 Sub-Story	1/16 Sub-Story
Catalog					X
<b>Earned Media</b>					
Facebook & Instagram Post	X	X	X	X	X
Google My Business Addition		X	X	X	X
TCCV			X	X	
Press Release				X	
<b>Paid Media</b>					
Facebook & Instagram Ads			X		
Google Ads	Valentine's Day Cards				



# Deploy and assess.

Review campaign results quarterly to help guide the next quarterly calendar or future campaigns. Consider all factors before increasing spend or eliminating tactics.



**Next Steps //**

# Key takeaways.

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**Work backwards** // Identify what you want to achieve (goals) and create a journey to get there

**Ensure consistency** // Allow your target to recognize your messaging through consistent copy and look/feel

**Develop relationships** // Stay relevant to your target so you are top-of-mind when they're ready to act

**Measure and adjust** // Implement measurable tactics and adjust to give preference to high performing tactics

**Ask for help** // Present your needs and problems to experts to supply efficient solutions



# Thank You!



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