

The Why: Defining Your Campaign Objective

The success of any given campaign will always tie back to its objective.

1

Marketing Objective

What is the marketing objective for this campaign?

(Increase brand presence, demand generation, lead acquisition, re-engagement, drive a product/service)

2

CAMPAIGN OBJECTIVE TRANSLATION

Have you run a campaign to support this objective before? If yes, what was the previous campaign about?

Have you run a similar campaign in the past? If so, what did it cover? Any specific topics that were previously identified as aligned with this audience?

What were the results of the previous campaign?

Any learnings from previous campaigns should be applied to future efforts. How did the last campaign perform? Was a specific message that generated higher engagement or conversion?

Where in the buyer journey will this campaign target?

It's critical to understand where this audience lives within the buyer journey today. This would determine the messaging that would best resonate with this group.

Will you need additional leads in the pipeline to achieve this marketing objective?

If this campaign is focused more on filling the pipeline (vs. converting or onboarding new customers), what would good look like in terms of new leads generated?

3

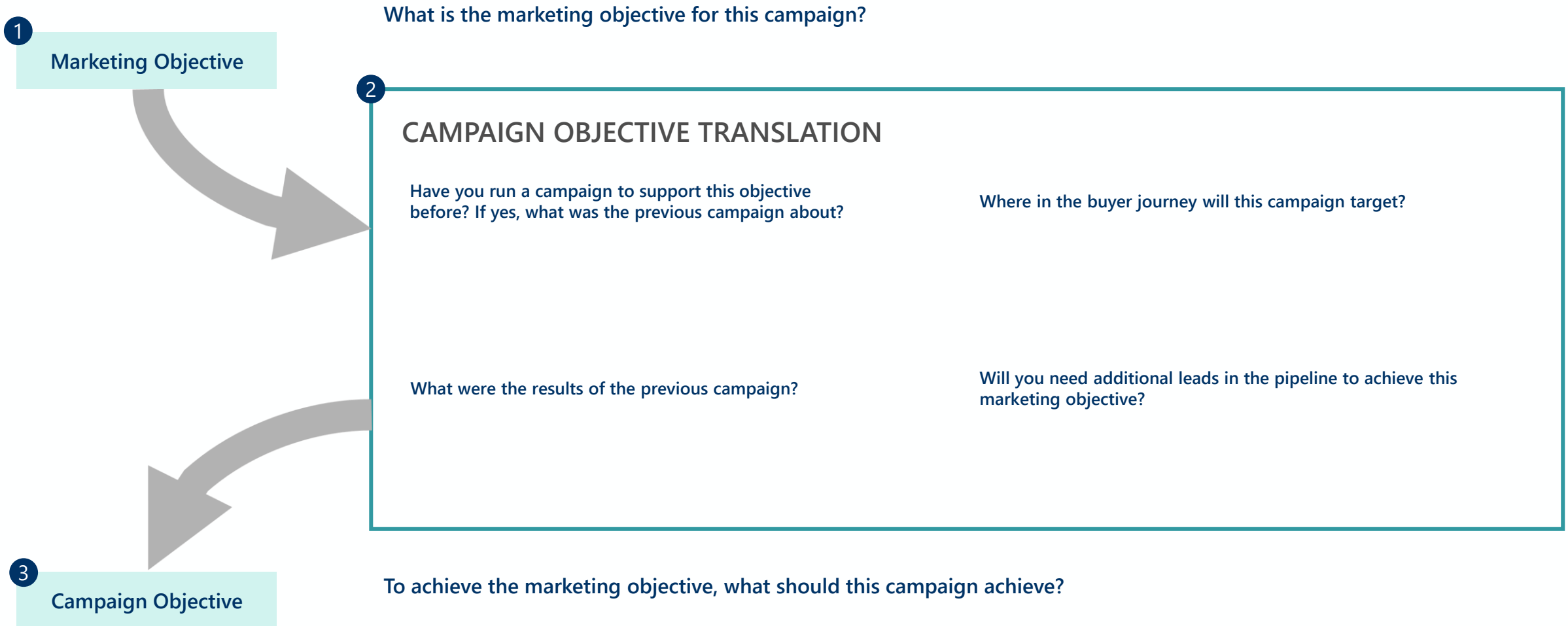
Campaign Objective

To achieve the marketing objective, what should this campaign achieve?

If your objective is around brand awareness, success may be defined as growth in web traffic or social engagement. For campaigns focused on lead generation, the # of leads, % converted, or a certain cost per lead may be considered a win.

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Plan it. Build it. Run it.

Are you ready to deliver
a connected campaign experience for your customers?

Complimentary Envisioning Session

Meet w/Coffee + Dunn experts to discuss your business goals + challenges and how the right customer engagement strategy, technology, and operational solutions can help ensure your next campaign deploys without a hitch.

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Use this QR code to book your session