

# Improve Your Campaigns

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**Note** – This is one from a sequence of exercises from the Marketing Campaigns subject outlined in the Strategic Marketing Process eBook. Download the free e-book [www.growthpanel.com/marketing-tools/index.html](http://www.growthpanel.com/marketing-tools/index.html) and subscribe to this subject at [www.growthpanel.com/versions/get-started.html](http://www.growthpanel.com/versions/get-started.html) to download from Growth Panel’s Intelligent Marketing Platform.

*Some of the graphics in this PDF might not display properly.*

Are you already running campaigns, but think you can improve them? If you continually test and improve, you might be able to substantially alter your results. Marketing campaigns have so many variables and moving parts; it’s tough to predict which ones will produce improved results, so testing is the only way to find out.

For example, even on a small campaign, you can evaluate your ad, copy, list or other factors before you spend your entire budget. To do so, choose a subset of your list or two versions of an ad; test them in small quantities and choose the best one for rollout. Then you can test a second variable against the winner in the first test. Keep the testing cycle going and track your results over time. You’ll improve your response rates and return on investment.

## Summary

EXERCISE SUMMARY	
<b>When to Address</b>	During a campaign After you’ve run a campaign
<b>Who Should Participate</b>	Marketing managers Marketing coordinators and administrative assistants
<b>Where to Use the Results</b>	Apply your changes to existing and future campaigns.

<b>Why it's Important</b>	Testing is the best way to improve campaign results.
<b>What Builds Upon it</b>	Future campaigns
<b>Timeframe to Completion</b>	30 minutes to 2 hours, depending on your campaign
<b>Potential Business Impact</b>	Medium to high. Few campaigns start out with a high ROI; most require a lot of changes to become profitable.
<b>Deliverable</b>	You'll match your results to your projections on your existing campaign and outline ideas for improving it the next time.
<b>Next Steps</b>	Save your campaign metrics results for future budgeting and planning.  Apply any tests and changes to future campaigns.

<b>Target Completion Date</b>	
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PARTICIPANTS	

TASKS	PERSON RESPONSIBLE	DUE DATE

## Notes

# Improve Your Campaigns

## What to Complete

1. MEASURE YOUR CAMPAIGN RESULTS
2. CREATE AN IMPROVEMENT PLAN

## Where it Fits in Marketing Campaigns

Estimate Response Rate  
Project Sales Process  
Set Customer Goals  
Calculate Goal Metrics  
Determine Business Goals  
Select Campaign Media  
Identify Target Step in Buying Process  
Select Messages and Activities  
[Jump to Campaign Subject to Plan Details]  
Determine # of Impressions, Leads and Customers  
Create Revenue and Profit Projections  
Create Budget and ROI Analysis  
Outline Media Plan Metrics  
Determine How Prospects Will Respond to Your Offer  
Create Fulfillment Plan Steps



Measure Campaign Results  
Create an Improvement Plan

### 1. MEASURE YOUR CAMPAIGN RESULTS

After you've completed your campaign, it's a good idea to measure your results. How close were you to your projections?

Use **537-F** to record your customer, revenue and profit results and compare them to your original projections.



**What conclusions can you draw?**

If you'd like to track response rates from multiple media types, enter your results in **537-G**.

## 2. CREATE AN IMPROVEMENT PLAN

It's always a good idea to test different campaign variables to improve your overall results. Use **537-H** if you'd like to track different ads during a current campaign.

Improved results can come from many areas. Here are some tips to give you some ideas. They're designed as an exercise so you can jot down notes as you read.

The tips:

1. [Define your goals](#)
2. [Create a campaign, not a single touch](#)
3. [Focus on your offer](#)
4. [Be creative](#); grab their attention
5. [Continually test and improve](#)
6. [Have a good fulfillment plan](#)
7. [Plan to measure](#)
8. [Measure the whole](#); improve the parts

### 2.1. DEFINE YOUR GOALS

If you created your campaign using previous sections, you can skip to 2.2. [Create a campaign, not a single touch](#). Otherwise, continue with this section.

It's tough to design a great campaign without specific goals. Start with your business objective: What's the purpose of the campaign?

<input type="checkbox"/>	Generate new leads	<input type="checkbox"/>	Up-sell existing customers
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<input type="checkbox"/>	Qualify leads	<input type="checkbox"/>	Nurture existing customers
<input type="checkbox"/>	Nurture existing leads	<input type="checkbox"/>	Generate referrals
<input type="checkbox"/>	Direct sales	<input type="checkbox"/>	Training
<input type="checkbox"/>	Branding	<input type="checkbox"/>	Recruiting
<input type="checkbox"/>	Cross-sell to existing customers	<input type="checkbox"/>	

**Describe your goal in more detail:**

You can use **537-A** to estimate how many prospects you'd like to generate overall.

GOAL	NUMBER EXPECTED

MEDIA SOURCE (if using multiple)	NUMBER EXPECTED

**Are there any QUALITATIVE results you expect but can't measure?** For example, you may not be able to measure an increase in brand awareness (although you can – but it's expensive and difficult).

Really target your audience; know what they want. When you focus on a highly targeted audience, it's easier to provide the specific information they need to move forward in your sales process.

**Who is your audience?** Describe it in detail – be specific.

**What data can help you identify members of this audience?** Think about specific criteria – for example, how many employees do your prospect companies have? What’s their annual revenue? How long have they been in business? What products or services do they provide? Are their offices in specific locations?

**What do these audience members want and need?** (Think hard – you want to speak directly to them as much as possible.)

**Here are a few additional tips:**

AUDIENCE TYPE (check all that apply)	SUGGESTIONS
<input type="checkbox"/> <b>C-levels</b>	Make sure the copy is short and benefit-oriented; the offer needs to be compelling for a C-level to take advantage of it
<input type="checkbox"/> <b>Technical</b>	Make sure you provide enough detail right there in the piece – it could be an additional item in the package
<input type="checkbox"/> <b>Creative</b>	Make sure it’s engaging and inspiring
<input type="checkbox"/> <b>“Newbies”</b>	If the topic is new to your audience, offer additional information (framework, definitions, FAQs) on a special landing page on your website
<input type="checkbox"/> <b>Current customers</b>	Naturally your current customers don’t need as much background as prospects, but don’t forget to resell them on key benefits

## Notes

### 2.2 CREATE A CAMPAIGN, NOT A SINGLE TOUCH

A “campaign” involves multiple steps and multiple touches with your audience. Frequency is key – you can’t just send out a single email or run a lone print ad and expect great results. You want to hit your market multiple times using different media.

Each campaign is a sales process – you’re trying to move your prospects from A to B. Think about each step in the process, not just the first one:

TOUCH	MEDIA	NOTES
1	Search	Use search to generate incoming leads to your website. Prospect requests information via email.
2	Email	Send the email with the information they requested. It needs to be a great email – informative, clear, well-designed.
3	Email	Send a follow up email a week later with an incentive to return to your site to continue learning. Ask the prospect if you can call to answer questions.
4	Phone	Call the prospect; qualify the prospect further, answer questions, and determine next steps.

Here’s another example – let’s say you’re exhibiting at a trade show and hosting a VIP event:

STEP	MEDIA	NOTES
1	Mail	Send a postcard to all attendees three weeks before the show; invite them to visit your booth with an incentive for coming by. Have them bring the postcard to get the incentive.
2	Mail	Send a special invitation to key prospects and customers to join you for a VIP reception at a chic club on the first night of the show. Ask them to RSVP by phone, email or URL.
3	Phone	Follow up with key prospects and customers by phone as a second effort on the reception invitation.

STEP	MEDIA	NOTES
4	Email	Send an email to all confirmed attendees three days before the event.

Or perhaps you're just trying to hit your market with a special offer:

TOUCH	MEDIA	NOTES
1	Publicity	Create a story around the offer – make it compelling. You could get some coverage in industry publications, and it may show up in search engines.
2	Online advertising	Run banner ads on industry websites and targeted email campaigns.
3	Email	Send out a special email to your house list.

**Now: What steps or touches will you include in your campaign?**

STEP OR TOUCH	MEDIA TO USE	NOTES

### 2.3. FOCUS ON YOUR OFFER

Your campaign should focus on the offer itself – don't pack it with everything you want to say about your company and your product. After all, your campaign is a sales process – if you dump all of your info in their lap at once, your message is diluted and your prospect will be overwhelmed.

**What is an "offer?"**

- ▶ Order now and receive a special incentive
- ▶ Request a follow up from a sales representative
- ▶ Request more information (a white paper, literature, a demo)

**What's your offer?**

**How does this offer solve your audience's problems?**

**What's the call-to-action – what specifically do you want them to do?**

- ▶ Make it specific and strong
- ▶ Encourage them to act quickly – you need to create the urgency

**What information does your audience need before taking you up on your offer?** (If you have to provide a lot of information, you could be trying too much; you may need to break your campaign into smaller steps.)

## **2.4. BE CREATIVE; GRAB THEIR ATTENTION**

Your market is probably already bombarded with marketing messages daily. You'll need to stand out and it's tough.

**What's the key message of your campaign?**

**What can you do differently to reinforce your message and make your campaign stand out?** (Don't be afraid to be different as long as you stay true to your value proposition and brand strategy!)

**How can you grab their attention (effectively and professionally) and engage them with your message?**

**Crazy creative ideas:**

[Copywriting & Graphic Design and Vendor Selection can help]

## 2.5. CONTINUALLY TEST AND IMPROVE

It's always a good idea to test your campaigns to improve your results. Even on a small campaign, you can do a small test first to evaluate your ad, copy, your list or other factors before you invest your entire campaign budget.

### Potential test criteria

<b>List</b> (in a mail or email campaign, your list is usually the most important variable)	<input type="checkbox"/>	Test different subsets of the list. Do you get a better response rate with more specific targeting?
	<input type="checkbox"/>	Are there certain industries, locations, company sizes, or other selection criteria that produce better results?
	<input type="checkbox"/>	Test a subset of the list. Is the delivery rate acceptable?
<b>Offer</b>	<input type="checkbox"/>	Which price generates the greatest response?
	<input type="checkbox"/>	Which offer generates the greatest response?
<b>Creative</b>	<input type="checkbox"/>	Which paid search headline and copy generates the most qualified visitors?
	<input type="checkbox"/>	Which email headline has the largest open rate?

	<input type="checkbox"/>	Which email design has the highest click-through rate?
	<input type="checkbox"/>	Which email copy has the highest click-through rate?
	<input type="checkbox"/>	Which landing page design converts the highest number of visitors?
	<input type="checkbox"/>	Which landing page copy converts the highest number of visitors?
	<input type="checkbox"/>	Which envelope design generates the most responses in a mailpiece?
	<input type="checkbox"/>	Which letter generates the highest response?
	<input type="checkbox"/>	What color generates the greatest response?
<b>Timing</b>	<input type="checkbox"/>	Which day of the week pulls the best response?
	<input type="checkbox"/>	What time of day (for an email or phone call) generates the best response?

### Set up your test

When you decide to test, test two versions of the campaign but with a single different variable. For example, if you're testing a paid search campaign, use the same keywords, bid price and landing page, but write two different ads with the same goal. If you're testing a response rate to a letter, you'll need to send it in the same envelope to the same number of people on the same day, and you want to be sure your lists are as even as possible.

Your list broker can help you segment the leads in your list. Ask for an "Nth name" test – they'll give you every Nth name from the list, which typically provides a "representative sample" of the records in the file.

Use this grid to identify your test variable and how you will measure your results versus the control group.

<b>Test dates</b>	
<b>What is your goal in the test?</b>	
<b>What's the single variable you'll test? (It's the only thing that should vary from version 1 to version 2)</b>	
<b>Version 1: Explain what you're doing to the variable</b> (for example, enter the email subject line if that's what you're testing)	
<b>Version 2: Enter the second version of the</b>	

<b>variable.</b>	
<b>How will you measure the results of your test?</b>	
<b>What will you do after you get the results?</b>	

**Results:**

<b>LIST YOUR MEASUREMENT CRITERIA BELOW</b>	<b>VERSION 1</b>	<b>VERSION 2</b>

**Explain how you'll apply this information to improve future campaigns:**

You can also use **537-H** and **537-I** to help you test and improve your results.

**2.6. PLAN YOUR FULFILLMENT**

Your fulfillment processes can help or hurt your close ratio. For example, if you're running a campaign where a prospect can request a software demo and it doesn't arrive for a week, your prospect could lose interest.

Use **535** – Fulfillment Plan to help you define how to fulfill the offer.

**Notes:**

## 2.7. PLAN TO MEASURE

Measurement is critical – it enables you to gain budget approval and invest your marketing dollars in the campaigns that produce the most cost-effective results. [Return on Investment can help]

First, you'll need to establish and agree how to measure the campaign. If there are any variables you can't measure, agree on how you will account for those results.

Explain how the campaign will be measured:

Do you need anything special to track this campaign on the front end (gross responses)? For example, unique URLs or phone numbers?

MEASUREMENT NEEDED	NEXT STEPS	PERSON RESPONSIBLE

How will you measure the campaign on the back end? For example, if you want to know how much revenue the campaign produced, you'll need to tie an incoming phone number to a customer record. Here's more information:

TRACKING TYPE	COMMENTS	YOUR NOTES
<b>URL with a landing page at the end</b> ( <a href="http://www.yoururl.com/landing.html">www.yoururl.com/landing.html</a> )	<p>You'll want to set up a landing page for your online campaigns – people will click through and you'll have an accurate measurement of the tracking TO THAT PAGE.</p> <p>If you're using the URL in a print, mail or word-of-mouth campaign, prospects may just go to your normal homepage. You'll need a link to the campaign on the homepage so they'll find it – which means that normal visitors will also click that link, skewing your numbers.</p>	

TRACKING TYPE	COMMENTS	YOUR NOTES
	To track your orders, information requests, or other “success criteria” a few pages in, you’ll need to use a cookie – a file that’s placed on the user’s computer and that contains the source information. Your programmer or web development firm can help you determine the tracking option that’s best for your needs.	
<b>URL extension:</b> <a href="http://www.promotion.yoururl.com">www.promotion.yoururl.com</a> )	Similar to the option above but better.	
<b>“How did you hear about us?”</b>	Not an accurate method for capturing a source. Many prospects will have come across you several times, so they may respond by telling you where they first heard about you, not what made them finally contact you. Other people just check an option because the forms are long and unwieldy. And the options usually aren’t that well defined, so even if the prospect knows where s/he heard about you, s/he may not have a clear option to pick.	
<b>Unique phone numbers</b>	A great method for tracking – you use a different phone number in different media. However, you have to be able to identify the number that the prospect is calling and log it in a customer record if you want to measure anything but the gross number of calls coming back in.	

**Notes on how to track on the back end:**

**2.8. MEASURE THE WHOLE CAMPAIGN; IMPROVE THE PARTS**

Think about your campaign as a whole rather than just the individual parts. You’ll have to plan each “touch” carefully (and use the individual campaign sections to guide you).

However, be careful when you're measuring your results and making future decisions. In a campaign, it's difficult to point to any single activity and effectively measure its contribution to the whole.

For example, what if you're running a campaign to promote a new product?

SAMPLE STEP IN CAMPAIGN	EXPLANATION	RESPONSE	ROI
Publicity campaign	You get good exposure and 10 leads that you attribute to the story	10 leads that you know came from the campaign	35%
Email campaign	You send out a targeted email campaign to a permission list	150 leads	175%

If you're only looking at the individual parts, you may decide to cut the publicity campaign next time. However, you probably touched a lot of your market twice, and it was the combination of the two efforts that generated your great response on the emails. Without the publicity, your email response might have been substantially lower.

Instead, put the costs and revenue from both campaigns into the same budget & ROI calculation. Look at the pieces individually to see whether you can improve them piece next time.

Here's a better way to measure your campaigns:

STEP	TOOLS THAT CAN HELP
Create an individual budget for each piece of your campaign	See the section for the media you're using – for example, Email Marketing and Publicity.
Record your actual budget and measure the results.	<b>537-F</b> measures budget results.
Run your ROI projection at the campaign level	Return on Investment

## Notes