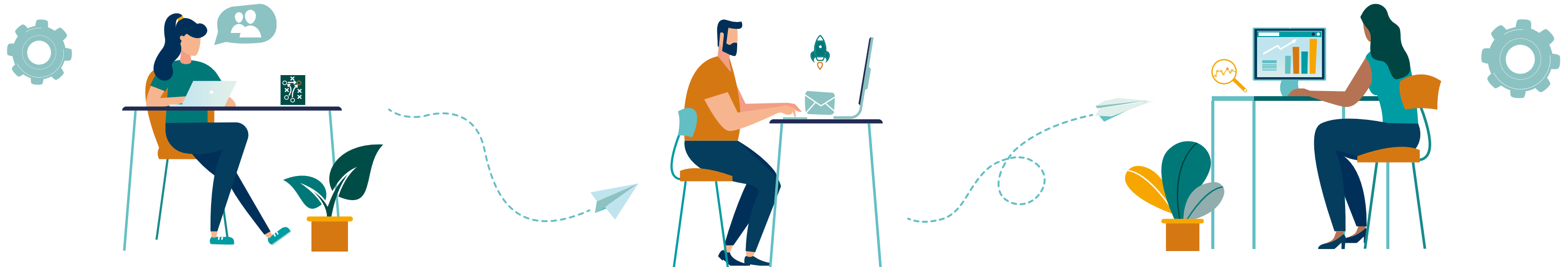


INTEGRATED CAMPAIGNS – A SAMPLE PLAN

The launch of a new campaign is always exciting, but it is the work that goes into the pre-launch planning and post-launch activity that really delivers the results you need.

Fully integrated campaigns which leverage creative assets across print, digital and social channels will help you achieve impact, resonance and of course, return on investment. Check out our brief guide to campaign planning below.



PRE LAUNCH

If you want to achieve real, measurable results, you need to invest time and effort in planning, considering each of the following campaign phases:

Phase 01

Get clear on your 'what, who and why'. Be clear on your purpose, clarify your messaging and call to action and define your audience.

Phase 02

Decide where and how your message is seen. Consider use of both traditional and online media, depending on your audience. How can you create your content once and leverage it in multiple ways, across multiple channels?

Phase 03

Bring it to life with a bespoke visual identity that will work across channels and audiences.

Don't forget to test your proposed campaign messaging and identity with a selection of clients and contacts. Refine as needed and schedule your launch activity.

CAMPAIGN LAUNCH

Engage and inspire your audience and collect new content to support campaign longevity.

Launching your campaign with a big set-piece event? This is a great opportunity to create and capture content that can be leveraged later in the campaign.

If you are holding a physical event, you might want to consider:

- Filming on site, capturing any official speeches or undertaking interviews with attendees
- How you can create an immersive brand experience for the attendees
- What hard copy materials you have on hand to support the activity
- How can you leverage the event on social media?
- Are there any direct opportunities arising from the attendees? How will these be identified, collected and pursued post event?

For an online campaign:

- Monitor traffic to your website or campaign pages in real-time and refine content as needed
- Review social media activity around the campaign regularly and respond to your audience
- Encourage internal teams to support the campaign in the online environment
- Are you converting traffic as hoped?

POST LAUNCH

Leverage content, maximise channels and review success.

Keep the communications going

Whether HTML emails, infographics or video-based content, use, share and re-use the content you have prepared in the early weeks and months. You can use each piece of information in different ways for maximum ROI.

Get smart

Track what type of communication gets the most traction. Whether that's number of pages viewed online, or dwell time on a particular area of an online publication. Pull together analytics from your website, email campaigns, social media channels and online publications to see what has most impact, and repeat.

Listen

To what people tell you about the campaign – internally and externally. Do some qualitative feedback with clients or put a quantitative survey on your campaign homepage.

Review your success

Hold an internal debrief with your team and key internal stakeholders to discuss what worked well and what didn't. Look at the engagement across different channels. Which platforms delivered the best results and why? What conversions did you achieve? And most importantly what learnings can you take into the next campaign?