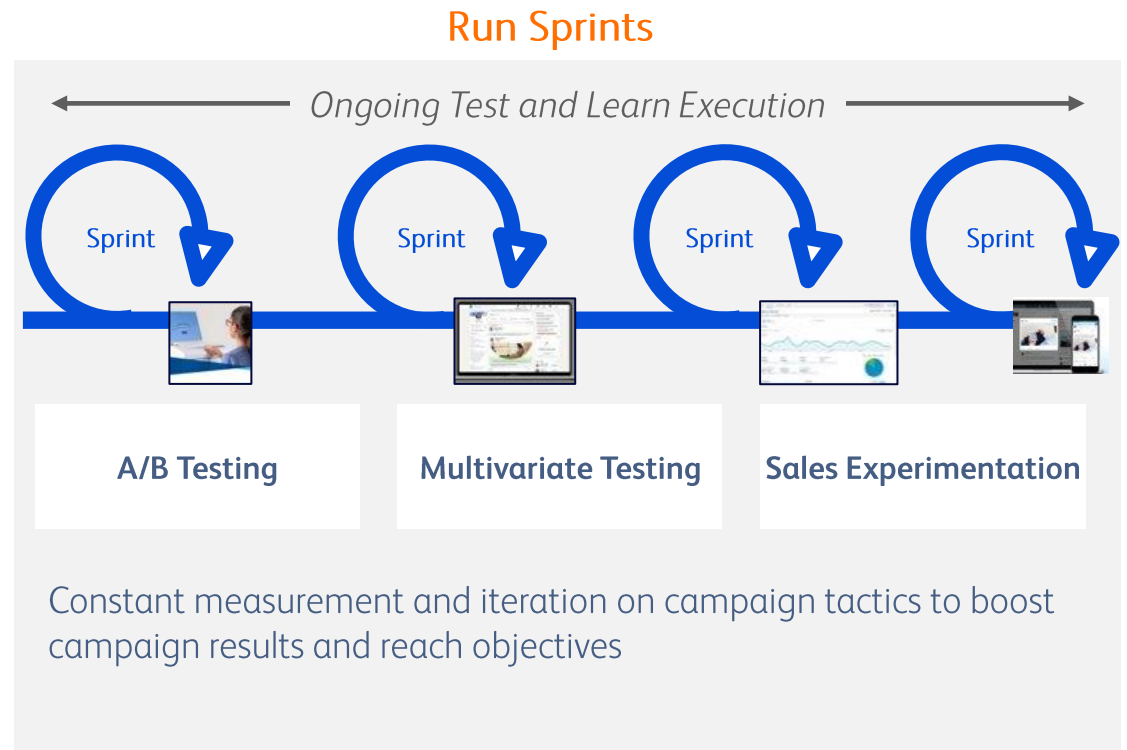
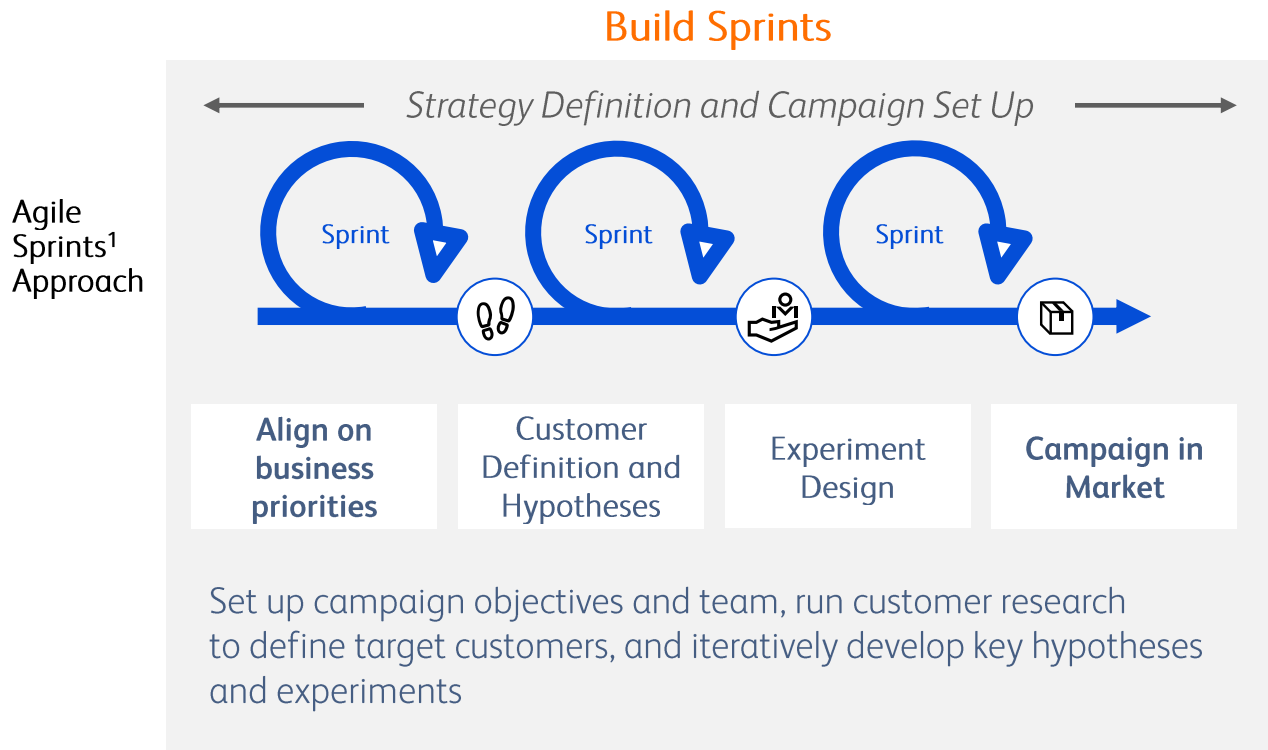


Campaign Planning









Sprint based approach to set up a “test and learn campaign” starts during campaign planning



Illustrative



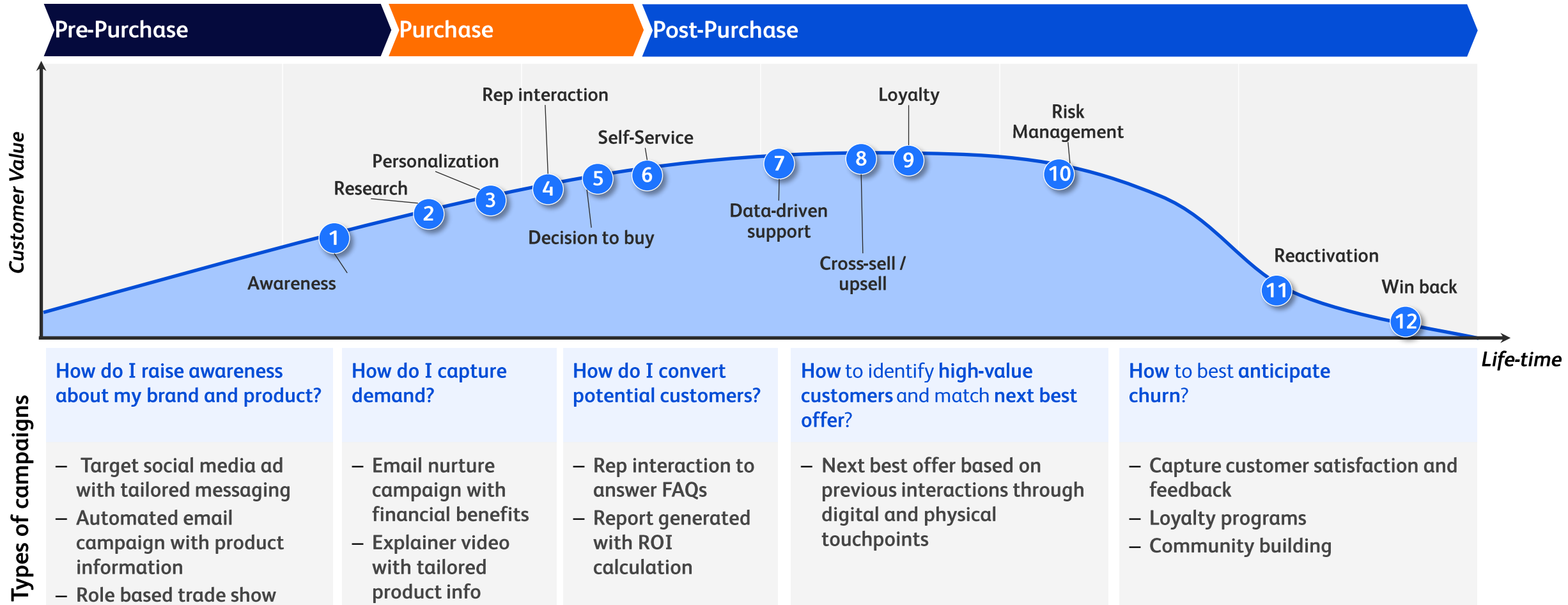
Campaign planning begins with understanding the target segments, campaign objectives, and key metrics

Illustrative

	Segment A UNAWARE 	Segment B NOT CONSIDERED 	Segment C INTERESTED 	Segment D PURCHASED 
Campaign objectives 	Raise Awareness and Educate	Capture New Leads	Convert Leads	Retain/Engage
Metrics 	<ul style="list-style-type: none"> – Number of post engagements – Number of site visits – Number of ebook downloads – ... 	<ul style="list-style-type: none"> – Number of MQLs – Cost per MQL – ... 	<ul style="list-style-type: none"> – Number of SQLs – Cost per SQL – ... 	<ul style="list-style-type: none"> – Number of post engagements – Number of conversations – ...

Global Standard Table stakes Multi-channel customer experience  Key Terms  Best-Practices  Benefits

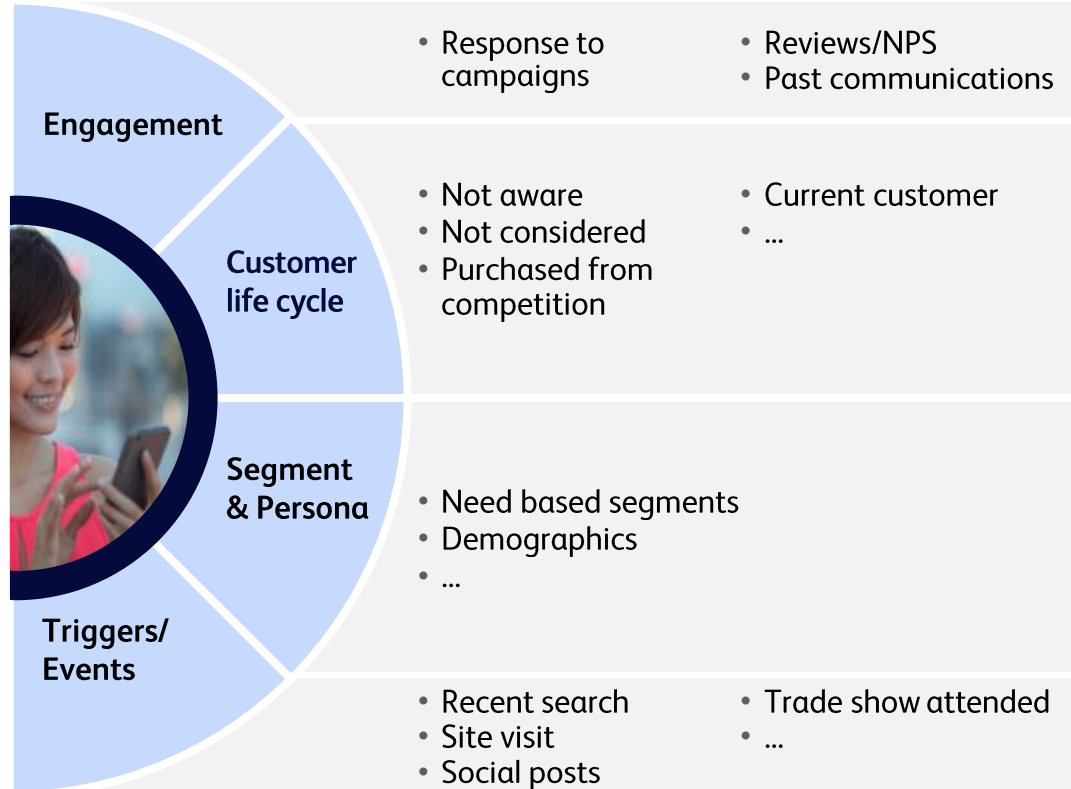
Targeted campaigns are selected based on campaign objective and customer lifecycle stage



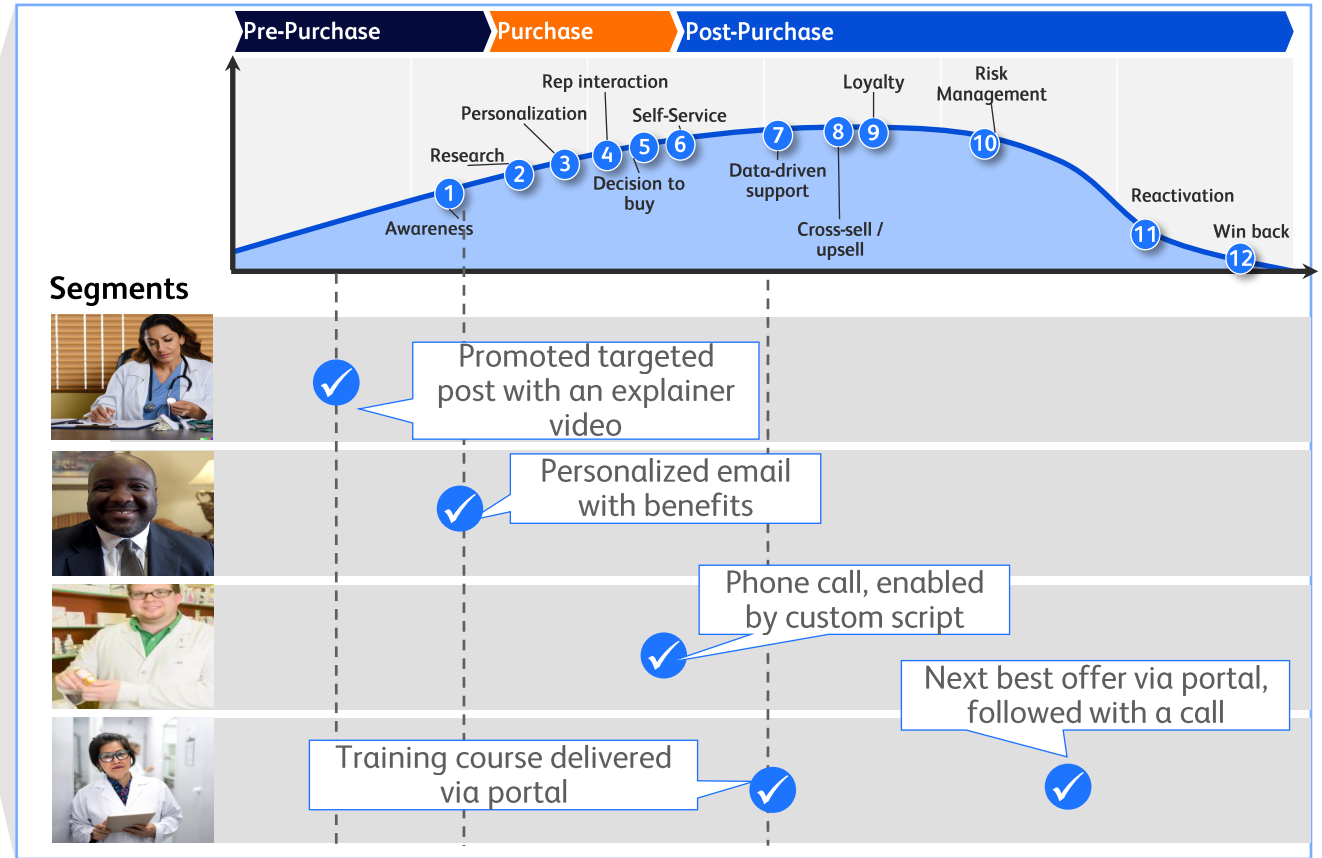
Customer data and triggers are used to identify treatments and channel while campaign response feeds back into customer profile

Illustrative

Customer data and triggers



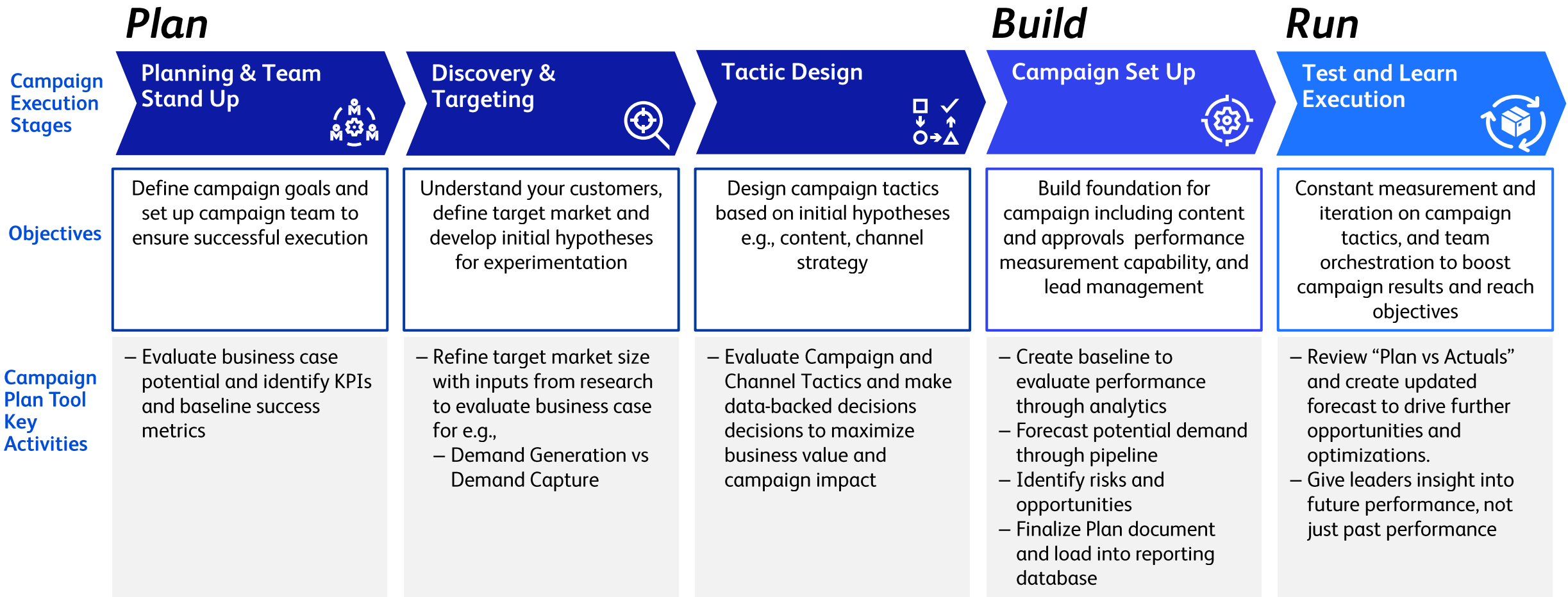
Targeted actions and campaigns



Viability of campaign is assessed throughout campaign execution to help make data driven decisions around channel, spend and performance



Illustrative



Global Standard

Table stakes
Multi-channel customer experience

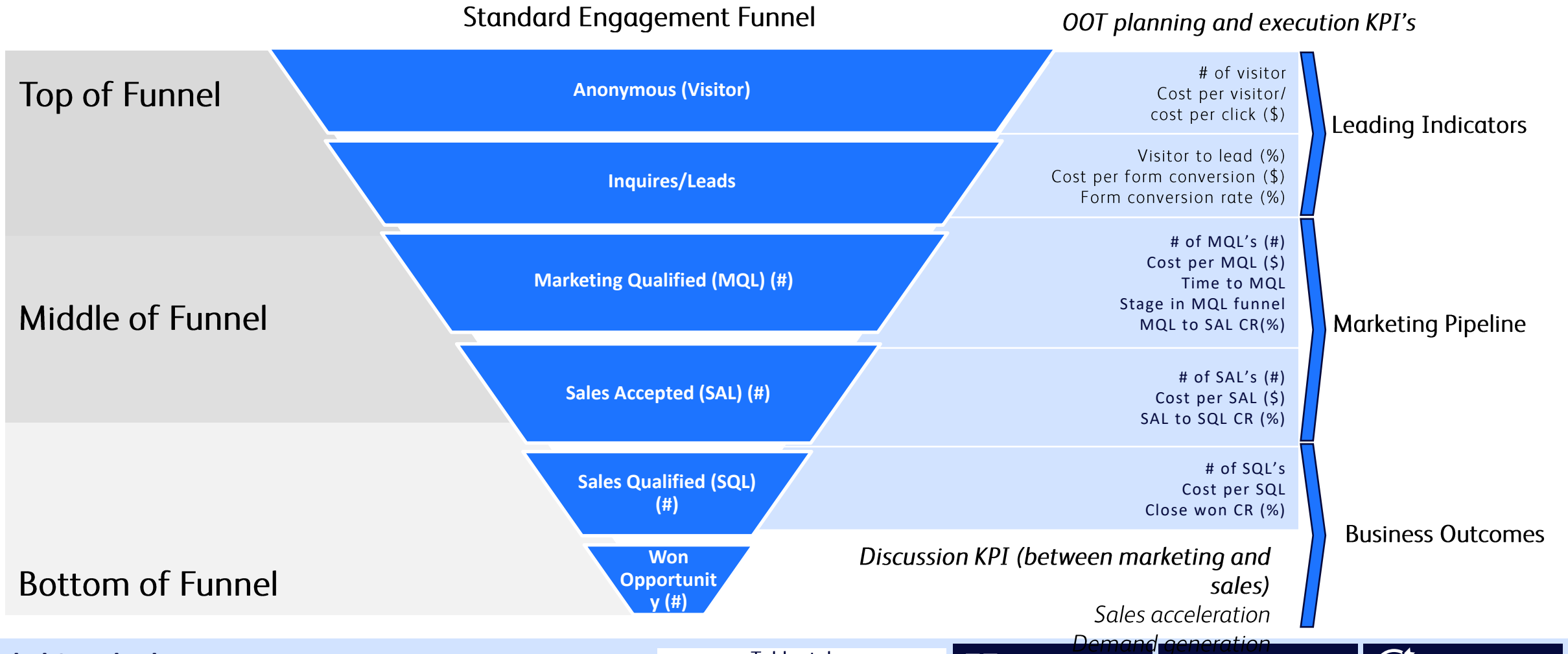
Key Terms

Best-Practices

Benefits



Critical metrics need to be planning, and tracked across the end- to-end engagement funnel

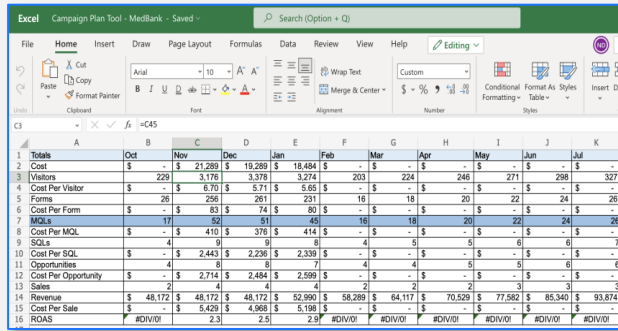


Global Standard | Table stakes: Multi-channel customer experience | Key Terms | Best-Practices | Benefits

A campaign plan is the basis for reporting actual performance and forecasting future performance, unlocking the business potential of an applied test and learn

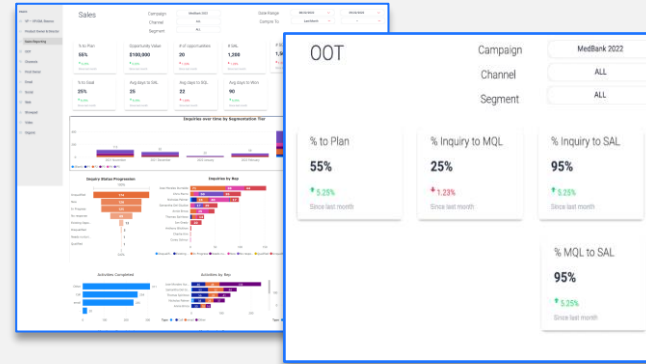
Objective: Have insight into where to spend your next marketing dollar, and what the outcome of that spend will be.

1 Plan

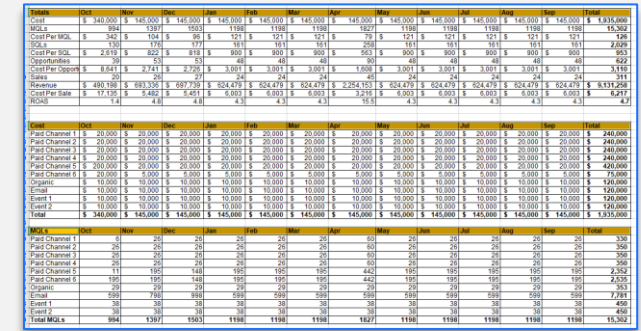


	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Totals										
Cost	\$ 21,289	\$ 19,289	\$ 18,484	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Visitors	229	3,176	3,378	3,274	203	224	248	271	298	327
Cost Per Visitor	\$ 92.5	\$ 6.1	\$ 5.5	\$ 5.6	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Forms	26	256	261	231	16	18	20	22	24	26
Cost Per Form	\$ 818.46	\$ 23.83	\$ 21.26	\$ 24.54	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
MQLs	17	56	51	49	18	18	20	22	24	26
Cost Per MQL	\$ 1,258.24	\$ 344.64	\$ 364.51	\$ 480.41	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
SQAs	4	9	8	6	4	5	5	6	6	7
Cost Per SQL	\$ 5,322.50	\$ 2,297.78	\$ 2,346.25	\$ 2,390.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Opportunities	4	8	8	7	4	5	5	6	6	7
Cost Per Opportunity	\$ 5,322.50	\$ 2,297.78	\$ 2,346.25	\$ 2,390.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Sales	2	4	4	3	2	2	3	3	3	3
Revenue	\$ 48,172	\$ 48,172	\$ 48,172	\$ 52,990	\$ 58,289	\$ 64,117	\$ 70,529	\$ 77,582	\$ 85,340	\$ 93,874
Cost Per Sale	\$ 10,636.00	\$ 4,817.00	\$ 4,817.00	\$ 13,247.50	\$ 29,144.50	\$ 32,058.50	\$ 23,764.50	\$ 25,764.00	\$ 28,466.67	\$ 31,141.33
ROAS	#DIV/0!	2.3	2.5	2.9	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!

2 Actuals (reporting)



3 Forecast



	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Total
Cost	\$ 21,289	\$ 19,289	\$ 18,484	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 69,062
Revenue	\$ 48,172	\$ 48,172	\$ 48,172	\$ 52,990	\$ 58,289	\$ 64,117	\$ 70,529	\$ 77,582	\$ 85,340	\$ 93,874	\$ 635,007
ROAS	#DIV/0!	2.3	2.5	2.9	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	9.2

Campaign plan benefits:

- Evaluate and optimize performance of media plan
- Understanding of the relative performance of each channel
- Hold vendors accountable to performance standards
- Serve as the “plan” numbers in your dashboard and reporting
- Help your Sales team understand demand

[Link to Video Tutorial](#)



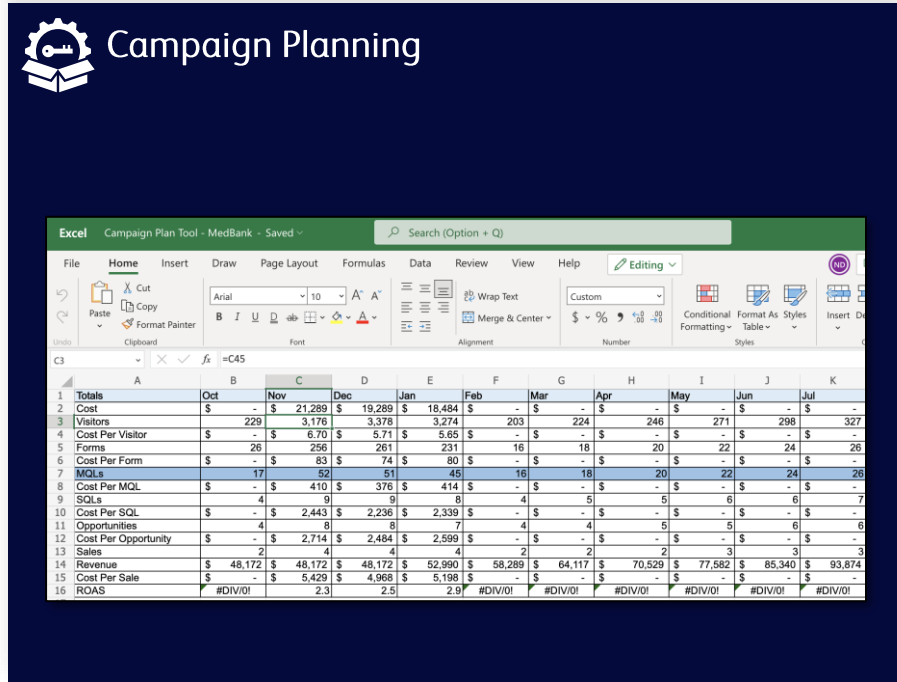
Actuals benefits:

- Show current campaign performance
- Show delta between Campaign Plan and Actuals
- Provide data for relevant stakeholders to better understand pipeline opportunities
- Help your Sales team plan for demand generated through marketing

Forecast benefits:

- Forecast and quantify future campaign performance
- Show value of test and learn enhancements
- Provide data for relevant stakeholders to better understand pipeline opportunities
- Provide data driven insights to the OOT and senior leaders to better understand how you will work to continuously improve your campaign.
- Help your Sales team plan for demand generated through marketing

Leverage the campaign planning tool to create a baseline business case for your campaign



Step-by-Step Guide

- The Campaign Planning Tool will be used in different phases of your campaign and should be owned and updated by the **Digital Marketer**:
- The first step is creating a baseline business case, estimating market and potential impact. This step includes defining KPI's across the engagement funnel.
- Think through the following metrics;
- *Conversion rates:*
 - Visitor to inquiry
 - Forms to MQL
 - MQL to SAL
 - SAL to SQL
 - SQL to Opportunity
 - Win
- *Costs:*
 - CPC
 - Cost per MQL
 - Cost per SAL
 - Cost per SQL

[Link to Campaign Planning Tool](#)

[Link to Video Tutorial](#)

