

**Welcome...**



**Campaign Planning**

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# Introduction



**What's in it for you?**

[Your Dream SEO Tool - A mashup of SEO intelligence from SEOmoz, MajesticSEO and SEMRush by Raven](#) - From Raven Internet Marketing Tools



# Andrew Lloyd Gordon

Digital Marketing  
London, United Kingdom

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Andrew Lloyd Gordon Giving a talk at Marcomms Seminar 2011 #icmif2011

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Current **Course Director at Digital Marketing (IDM)** Internet Marketing [see all](#)

Past **Managing Director** Director at New Te Operator Security

Education **University of Manc** University of Liver

Recommendations **46** people have rec

Connections **500+** connections

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# Andrew Lloyd Gordon

[@AndyLloydGordon](#)

Digital Marketing Trainer, Speaker & Coach. Follow me for Content Marketing, Conversion Rate Optimisation, Social Media, Mobile, Big Data & Analytics :)

United Kingdom · [andrewlloydgordon.co.uk](#)

6,984 TWEETS

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## Tweets



**Andrew Lloyd Gordon** [@AndyLloydGordon](#)  
Four Marketing Lessons I Learned By Watching Mad Men [buff.ly/12nJA6h](#)  
[View summary](#)

1h



**Andrew Lloyd Gordon** [@AndyLloydGordon](#)  
The Top 10 Reasons People 'Like' Brands on Facebook [Report] [feedly.com/k/19tM6gO](#)  
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Mobile Shoppino's Data Goldmine [buff.ly/120d5H2](#)

5h

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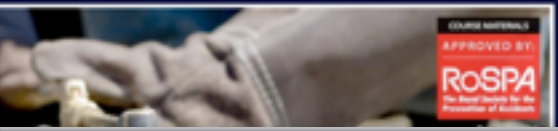
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# Campaign Planning

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A brief history



# MAD MEN

# CEOs don't trust marketing people

We lose sight of our real jobs

Too focused on creativity & brand building without showing results

Distracted by latest trends without proving ROI



**Pay our way...**



# Campaign Planning

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What is it?

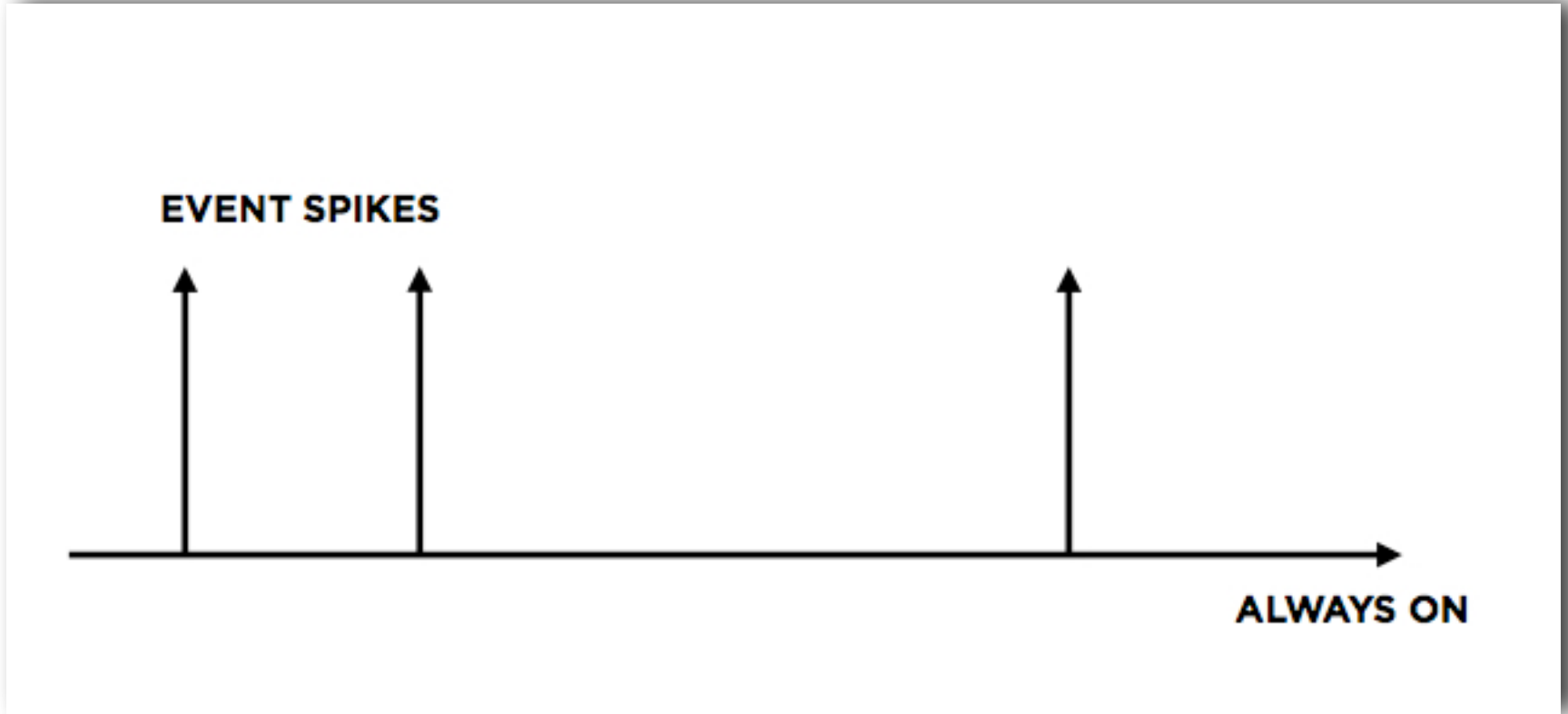


What are  
'Integrated  
Digital  
Marketing  
Campaigns'?



“Marketing concepts, creatives and activities, delivering a consistent and integrated brand message across various channels”

# Not just 'Marketing Spikes'



# Campaign Planning

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Why do we use it?



Why do we  
conduct  
'Integrated  
Marketing  
Campaigns'?

# Marketing Campaigns work

“...campaigns across multiple platforms results in higher ROI”

WPP

“...multichannel campaigns are better than single channels. 78% of campaigns with 3+ channels proven impact”

IPA





YouTube

Search

Browse

Upload

Create Account

Sign In

WATCH MY NEW,  
GREAT-SMELLING COMMERCIAL.

Old Spice

FOLLOW US:



Old Spice

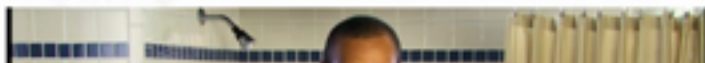
Old Spice's Channel

Subscribe

All

Uploads

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Back to Playlists

Old Spice | Responses

twitter

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OldSpice

Following



I hope for the sake of all men that eyebrows are not considered facial hair, @mfroh17.

<http://www.youtube.com/watch?v=0AshekuQtqo>

12 minutes ago via web

The @PngChat I have started something lol.

<http://www.youtube.com/watch?v=vdhng3r7vg>

11 minutes ago via web

"If you only had 3 minutes left to live, how would you spend it?"

17 @brokelyni <http://www.youtube.com/watch?v=12yMkuc2Ffw>

14 minutes ago via web

JD from Facebook writes, "Old Spice man, what do you do to let yourself unwind?"

<http://www.youtube.com/watch?v=5UC7y7gJfUw>

13 minutes ago via web

Hello @Kasphosten, it's true, old spice was originally for ladies.

<http://www.youtube.com/watch?v=y14Gz1uh300>

10 minutes ago via web

Need manly advice for one year anniversary on July 18th. lol

@Lanta\_Bartolotti [http://www.youtube.com/watch?v=vt4\\_W0Dg2JA](http://www.youtube.com/watch?v=vt4_W0Dg2JA)

10 minutes ago via web

I'm not sure if you're a man or a woman @001146

<http://www.youtube.com/watch?v=488gUx0m0t4>

10 minutes ago via web

Verified account

Name Old Spice

Location I'm in a bathroom

Web <http://www.youtube.com>

Bio Oh for the man your man could smell like

111 46,208 1,300

Following Followers Fans

Topics 14%

Features

Actions

Messages Chatting

Block Unblock

Report for spam

Following

100

100

100

100

100

100

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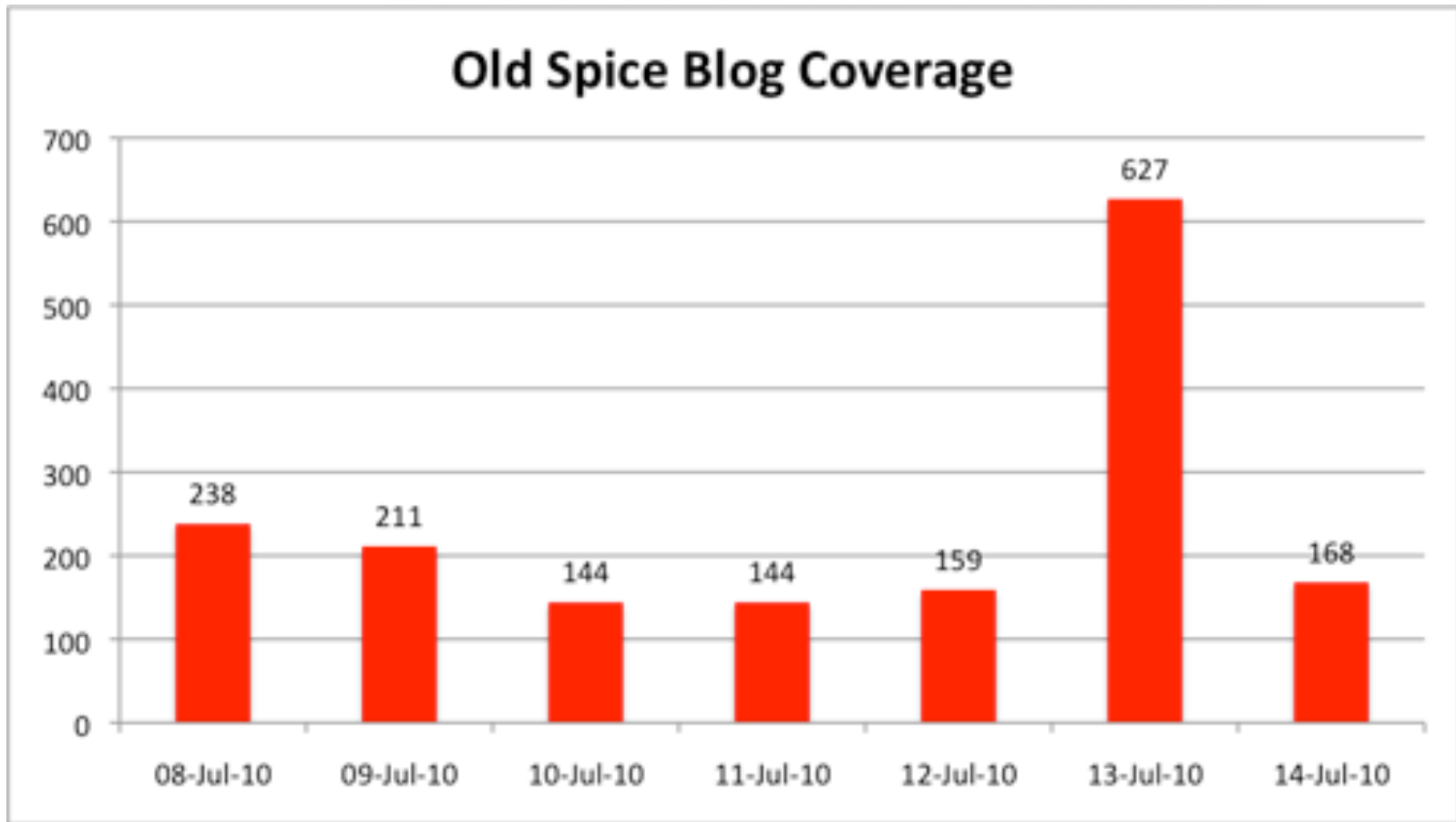
100

100

100



# Old Spice Integrated Campaign



# Gains maintained?

**STRONG GAINS** Growth of men's body wash

	4 WKS ENDED JUNE 13		12 WKS ENDED JUNE 13		52 WKS ENDED JUNE 13	
	SALES (%)	SHARE (POINT SWING)	SALES (%)	SHARE (POINT SWING)	SALES (%)	SHARE (POINT SWING)
OLD SPICE	+106	+4.8	+95	+2.0	+8	FLAT
GILLETTE	+277	+3.9	+121	+1.7	+26	+0.3
NIVEA MEN	+63	+0.5	+65	+0.6	+26	+0.2
DOVE MEN	N/A	+2.4	N/A	+2.7	N/A	+1.7
AXE	-10	-1.8	-10	-1.6	+5	-0.2

Source: SymphonyIRI Dove Men+Care launched in February, so has no year-ago comparison.  
Chart courtesy Adage.com

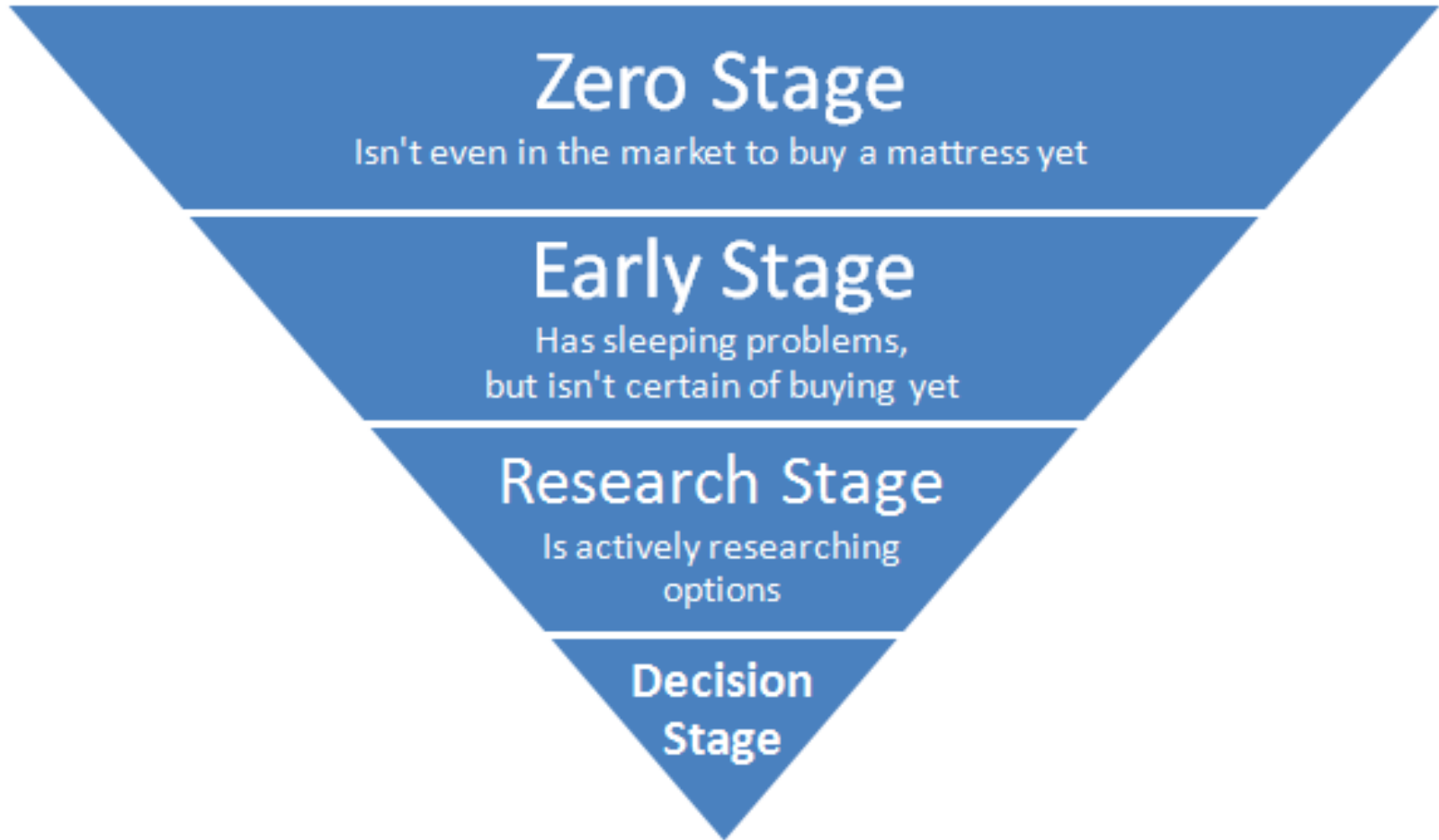
# Campaign Planning

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When do we use it?



# Buying cycle for a mattress



# Professor John Philip Jones says...

“A single advertising exposure *is* able to influence the purchase of a brand.

However, as all experienced advertising people know...there must be enough concentration of **media weight** to cross a threshold.

Repetition (is) necessary and **there had to be enough of it within the period** before a consumer buys a product to influence his or her choice of brand.”

# Campaign Planning

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How do you use it?





What are we  
trying to  
achieve?

# What's the Business Case?



# What's the Business Case?

Background

Reporting

Objectives

Dependencies

Scope

Estimates

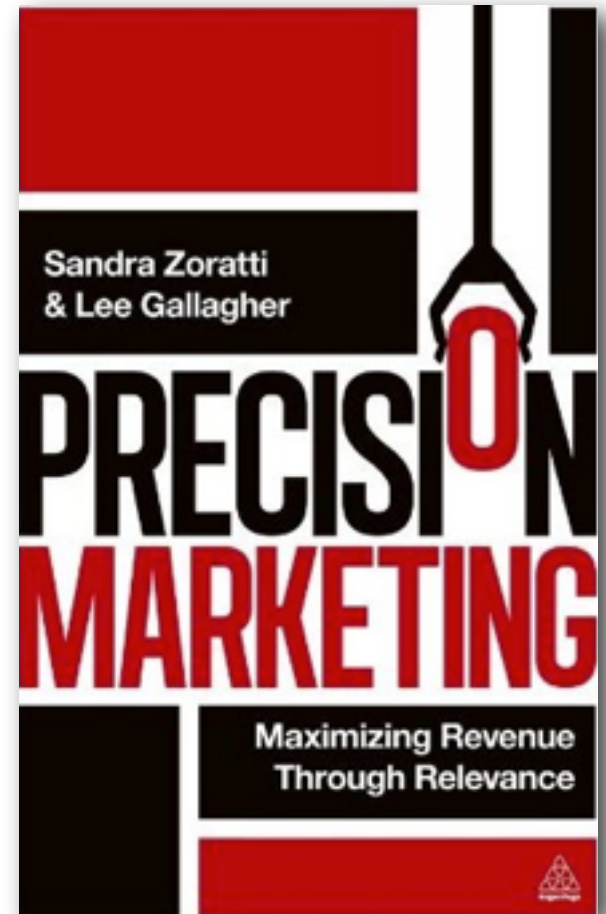
Constraints

Timescales

Assumptions

# Six Strategic Steps

1. Determine Objectives
2. Gather Data
3. Analyse & Model
4. Develop Strategy
5. Deploy
6. Measure





# Campaign Goals



Brand Awareness (% increase)

Brand Favourability (% increase)

Number of Customers

Average Order Value

Revenue growth

Net Profit

Market Share

# Campaign KPIs



App downloads

YouTube Views

Facebook Comments

White paper downloads

Retweets and hashtag mentions

Pinterest re-pins

# Campaign KPIs



# landing page forms completed

# of new customer enquiries

# use of Voucher Codes

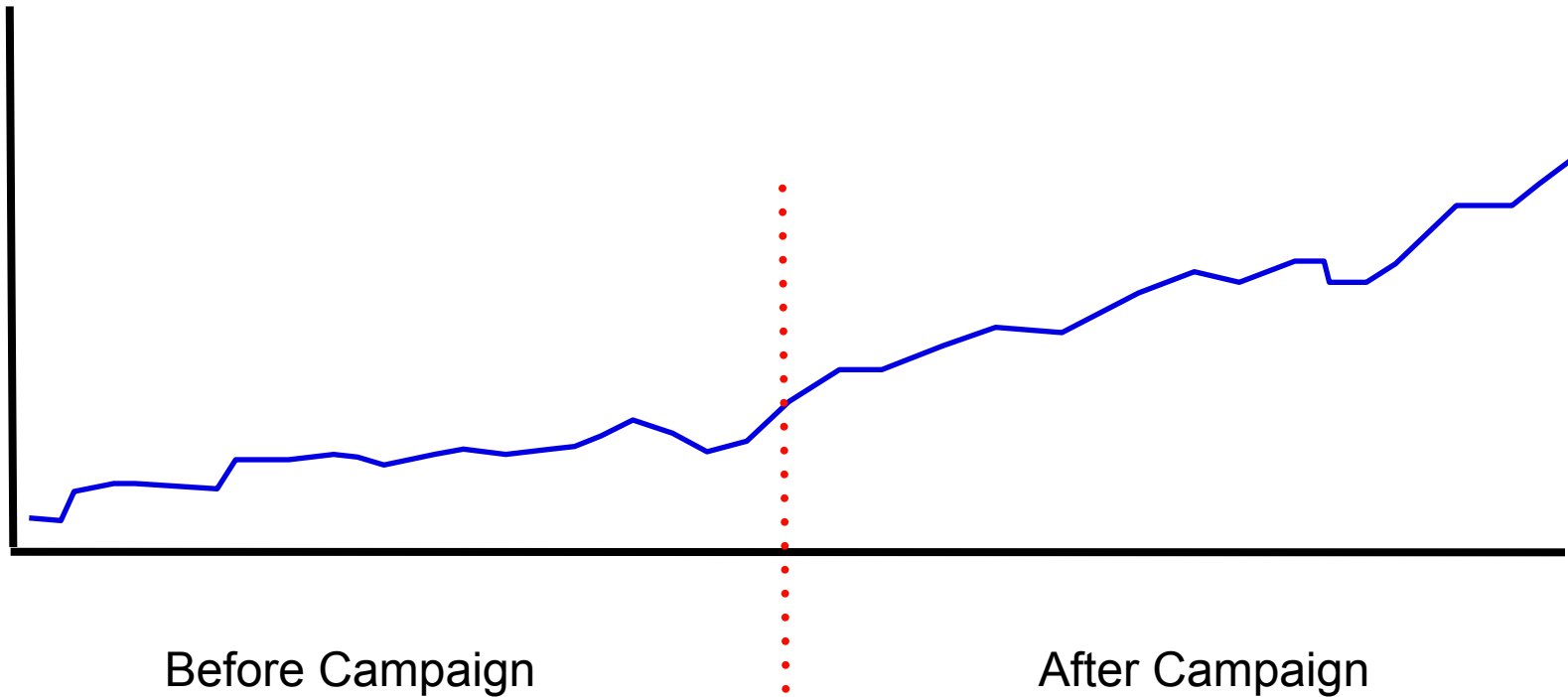
# of orders placed

# of salesperson visits

% increase in footfall



# Create your Baselines





**ROAD  
CLOSED**

**YIELD**

**ROAD AHEAD**

# Who are you trying to reach?



# Deep understanding of the customer



# Be Audience led

- How does your audience interact with your website?
- What do prospects need before they purchase?
- Is your tone of voice consistent across all channels?
- How many channels do customers typically come from?
- Do returning customers have a different behaviour to new visitors?
- Can you tailor the experience to multiple personas?
- What is the lifetime value of a new customer?

# Personas



## FIRST TIME BUYER

Penny Edwards

Age: 27

Partner: Ben

Location: North London

Occupation: Sales Assistant



## PART TIME MUM

Jane Lawrence

Age: 37

Husband: Joe

Location: Manchester

Occupation: Part time PR consultant



## SINGLE MUM

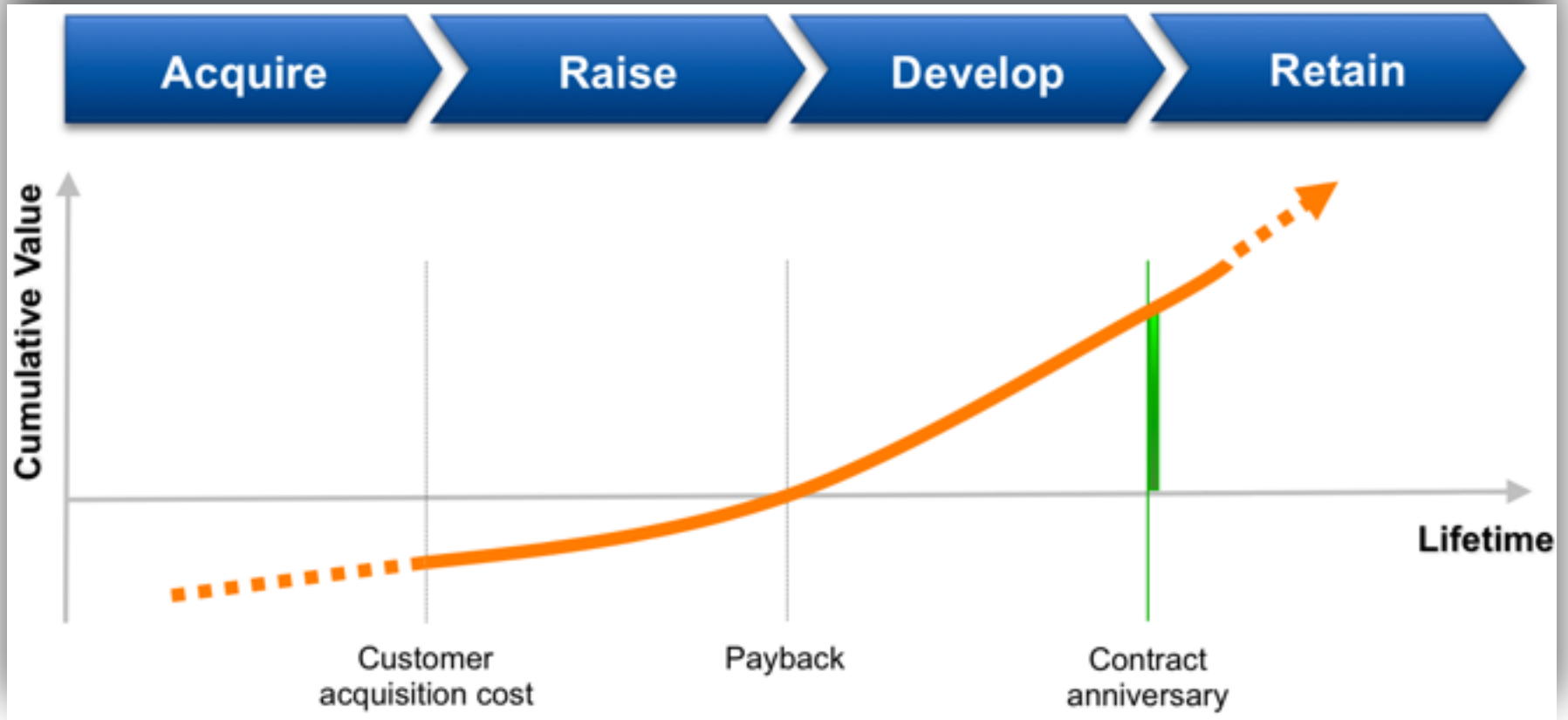
Rachel Wilson

Age: 40

Location: Reading

Occupation: Business Analyst

# Lifetime Value



# 3

1. Return on Investment

2. Lifetime Value

3. Likelihood to Convert



Simples!



# Led by Brand Strategy not tactics



# Clear about your brand's...



Purpose

Tone of Voice

Objectives

Values

# Good campaign plans include



Good Market Analysis

Clear Objectives

Acquisition Strategy

Retention Strategy

Variety of Media

Develop the Database

Testing Schedule

Copyrighted Material

**PAID**

**OWNED**

**EARNED**

**MAXIMIZING MARKETING  
RETURNS IN A SOCIALLY  
CONNECTED WORLD**

**NICK BURCHER**



Copyrighted Material

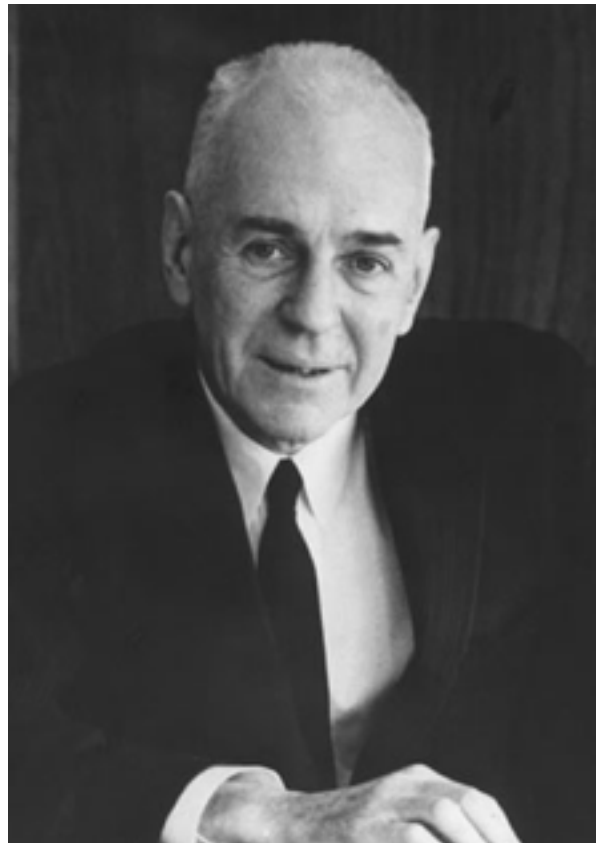
**WHAT'S  
THE  
BIG  
IDEA?**

# SCIENTIFIC ADVERTISING



Claude C. Hopkins

# Learn from the past



## They Laughed When I Sat Down At the Piano But When I Started to Play!—

**A STORY** had just closed "The Story" of the man who was a piano player for me in my early days. I was a child and I was a piano player. I was a child and I was a piano player. I was a child and I was a piano player. I was a child and I was a piano player.

**A Complete Triumph!**

**How I Learned to Play Without a Teacher**

**Then I Started to Play**

**Pick Your Instrument**

Now you have a chance to pick your instrument. (Please write clearly)

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

John Caples

# Learn from overseas





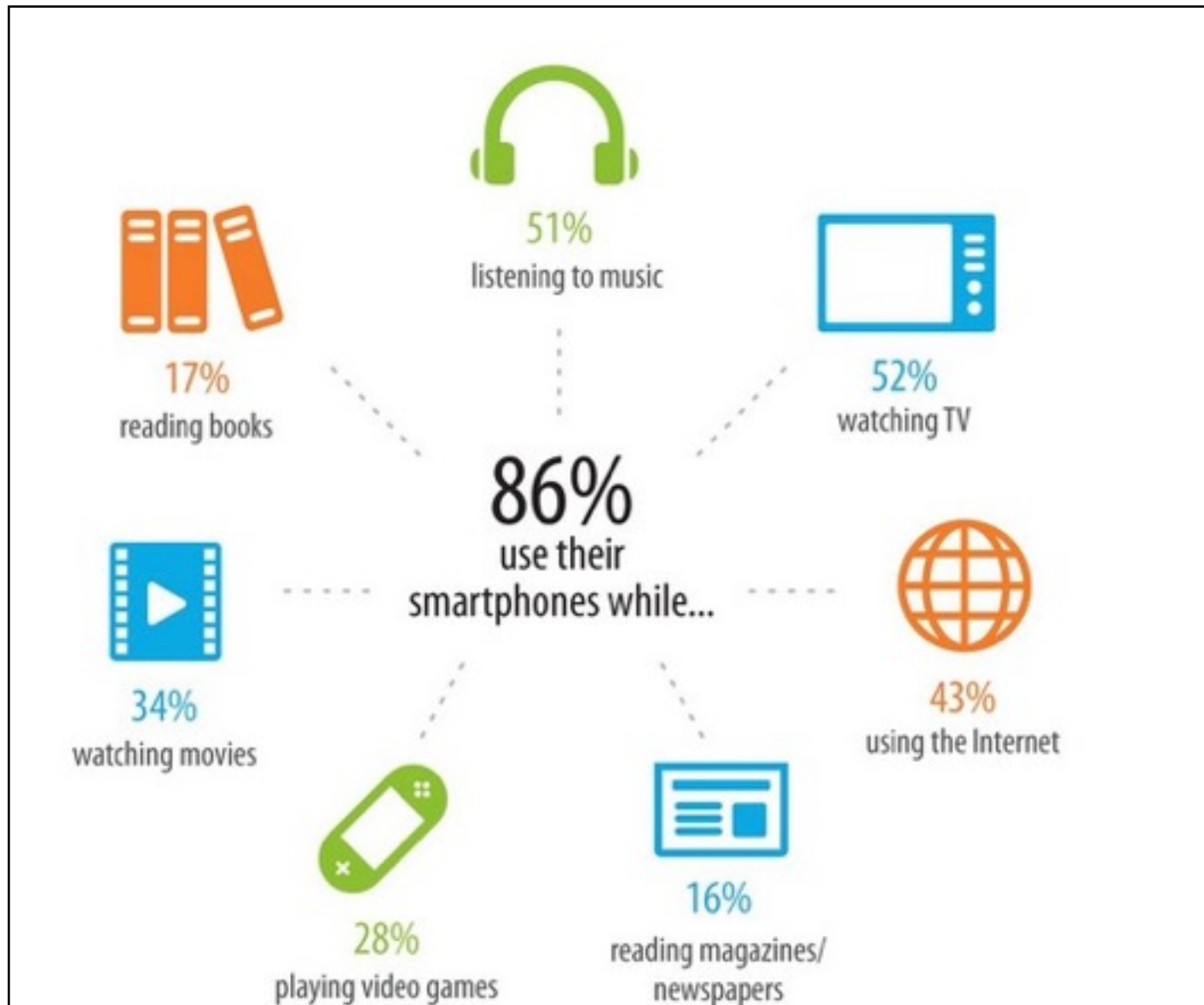


A technical discipline

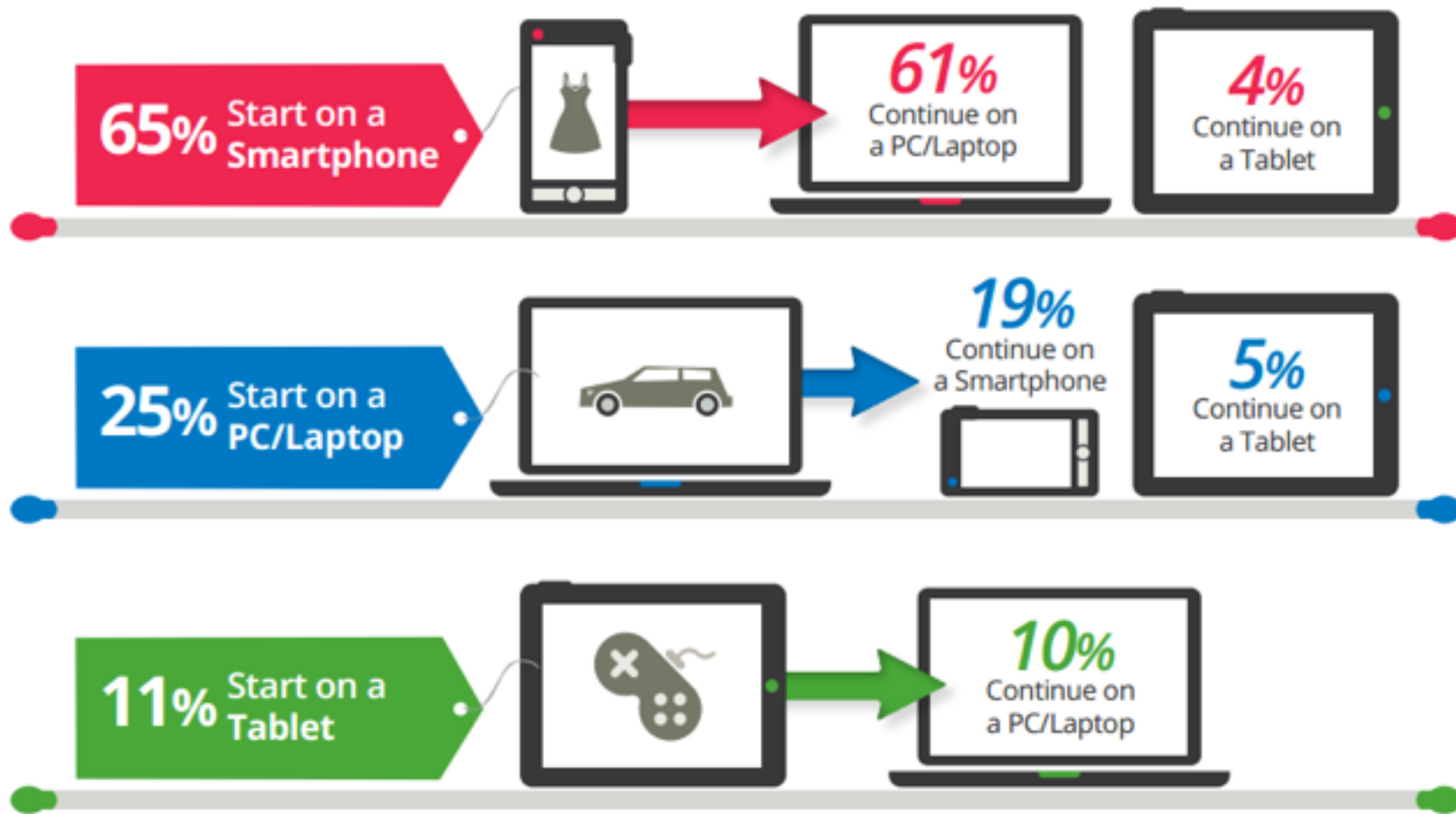
**technology**



# Multi-Device Campaigns



# Consumers take a multi-device path to purchase





## Responsive Web Design

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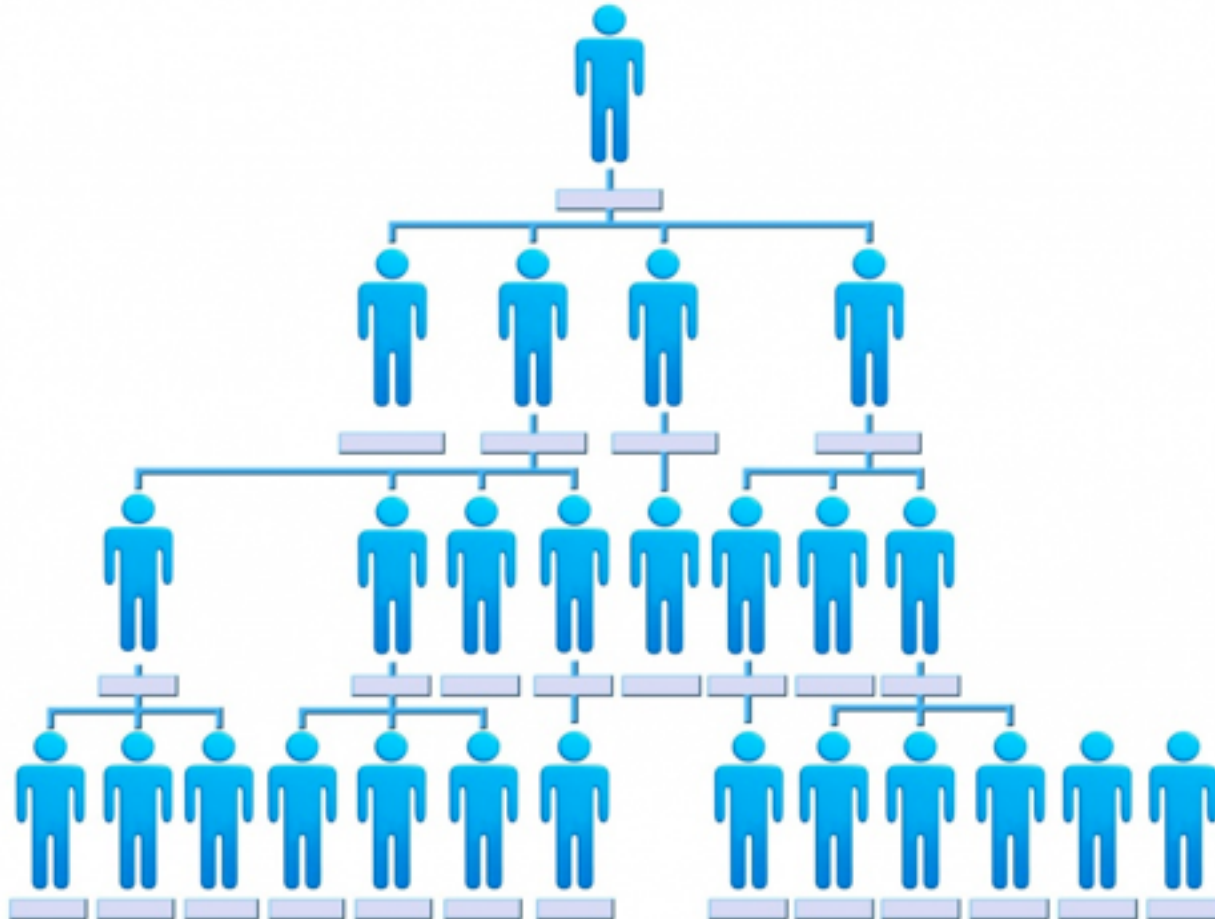
## Mobile First Web Design



# Communication & Leadership



# Ditch the organisational silos



# Good Project Management

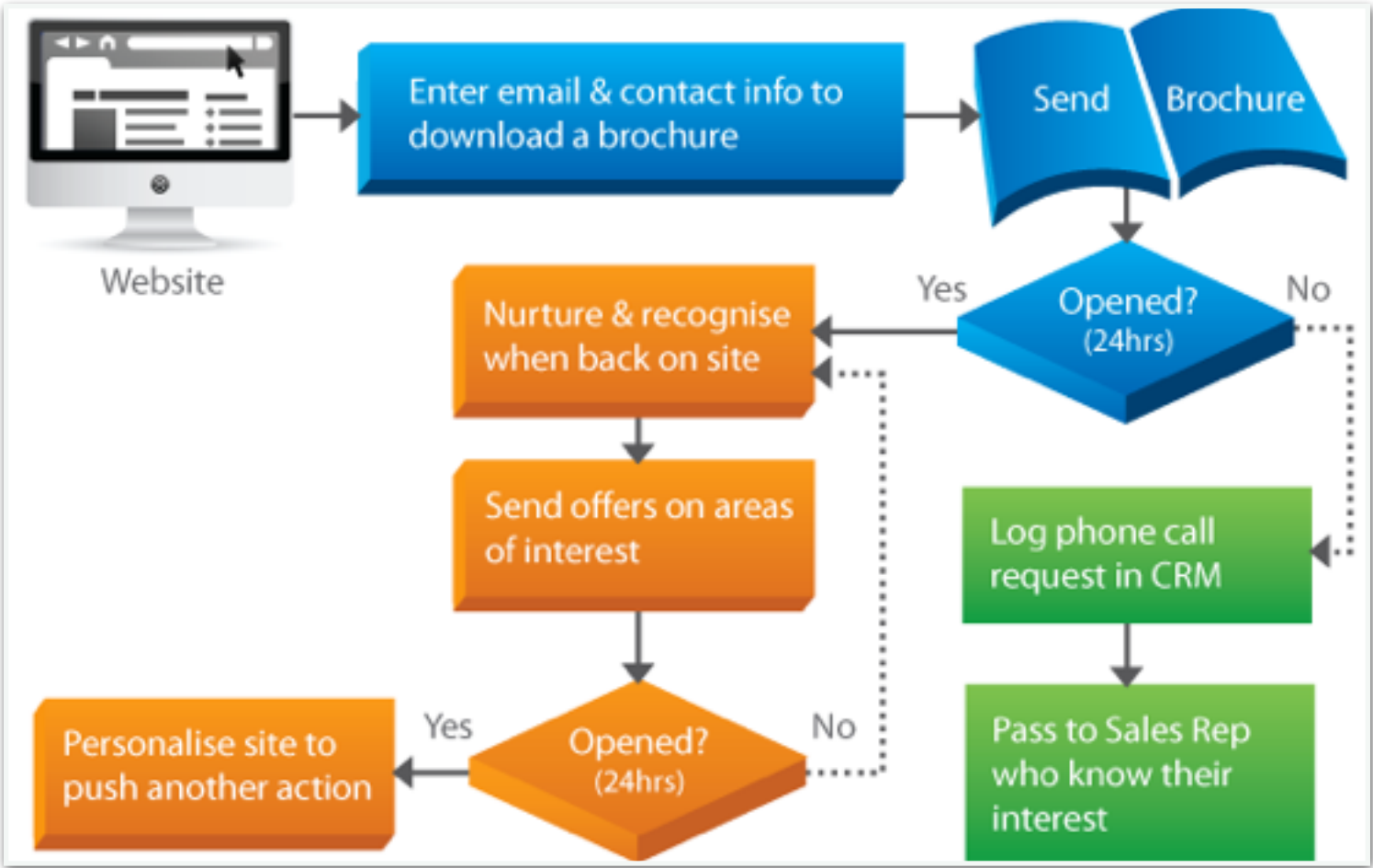


# Hub and Spoke Approach





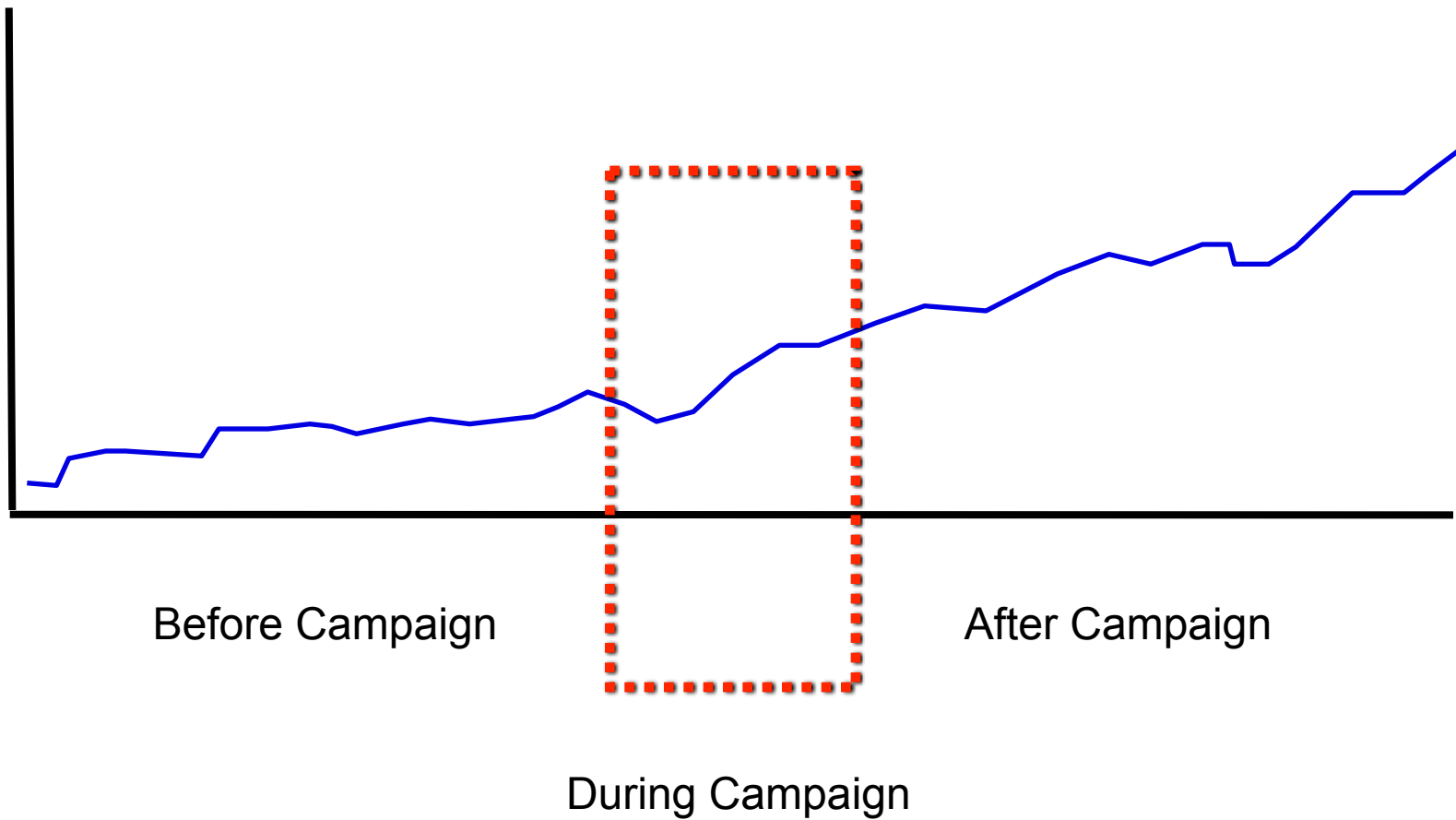
# Marketing Automation



# Continual Process Improvement



# Monitor and Adjust

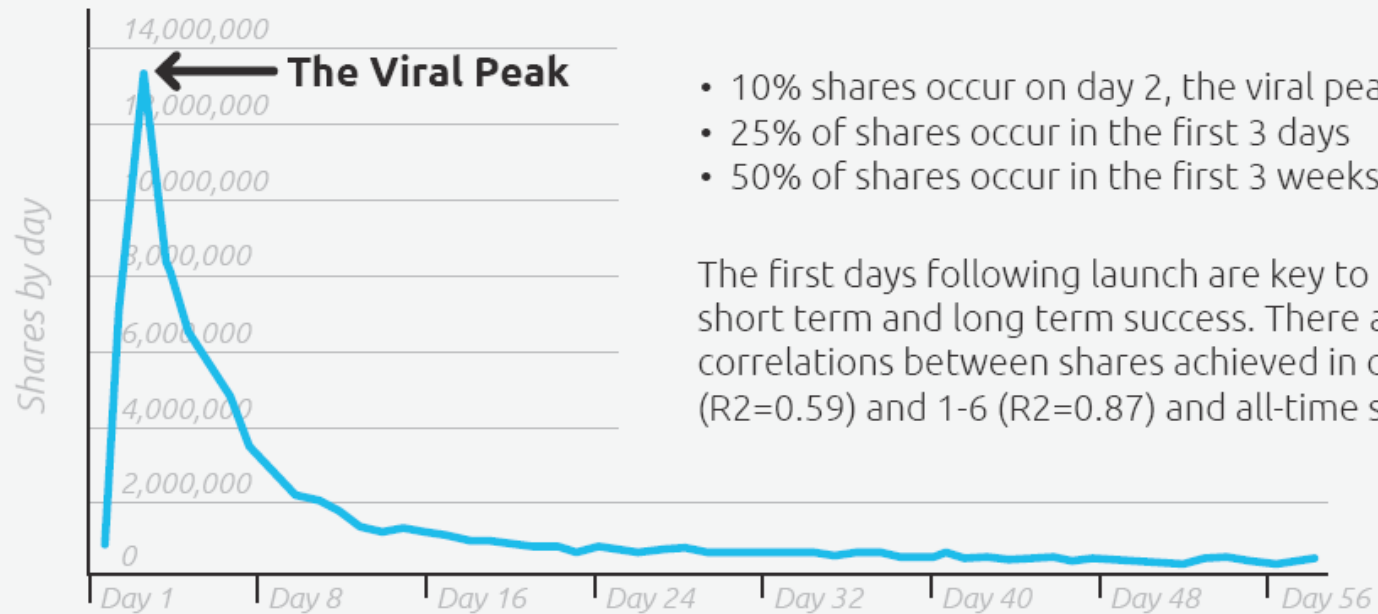




**DIGITAL REQUIRES  
SPEED**

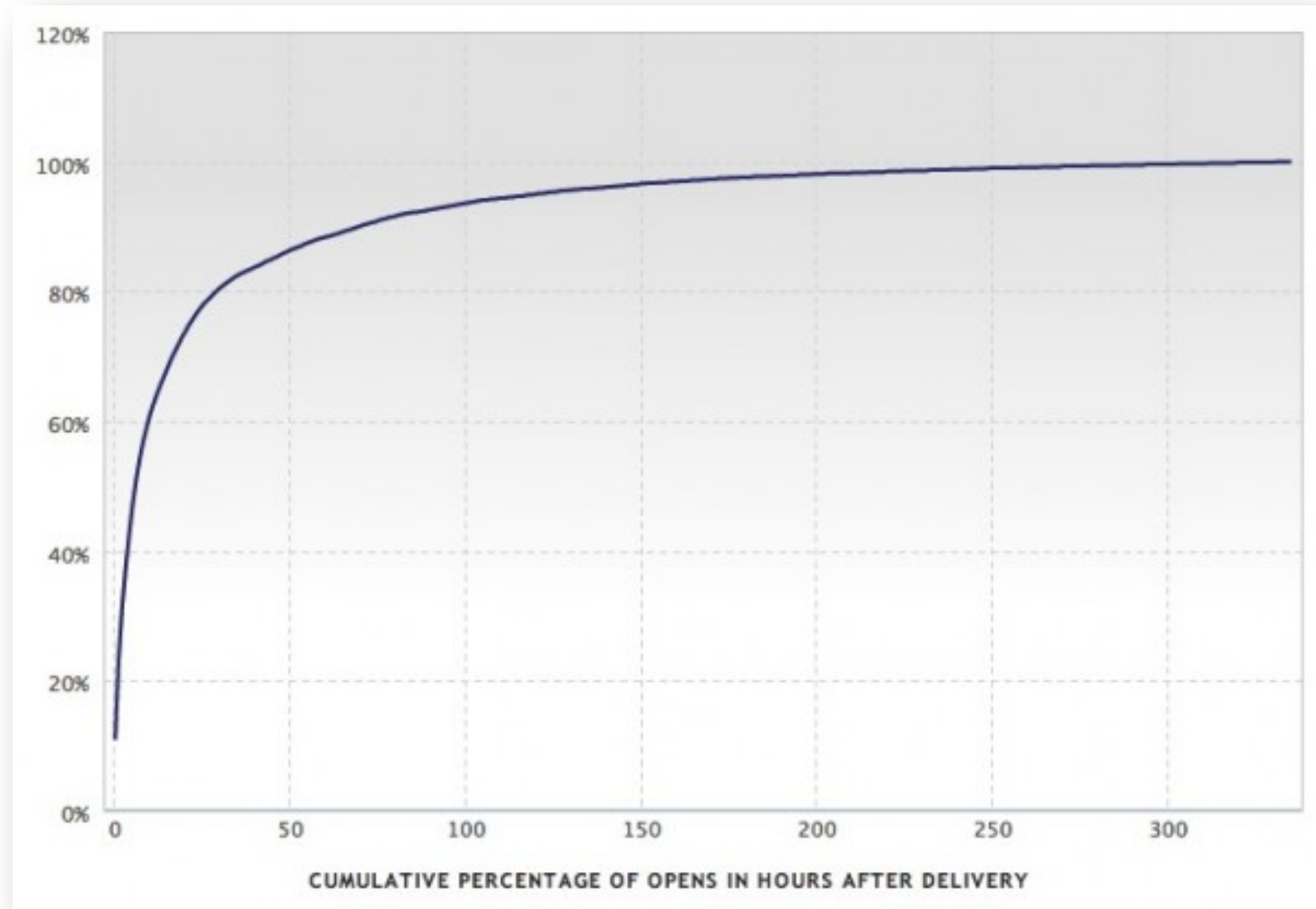
# Viral video 1 - 3 days

## The Social Diffusion Curve

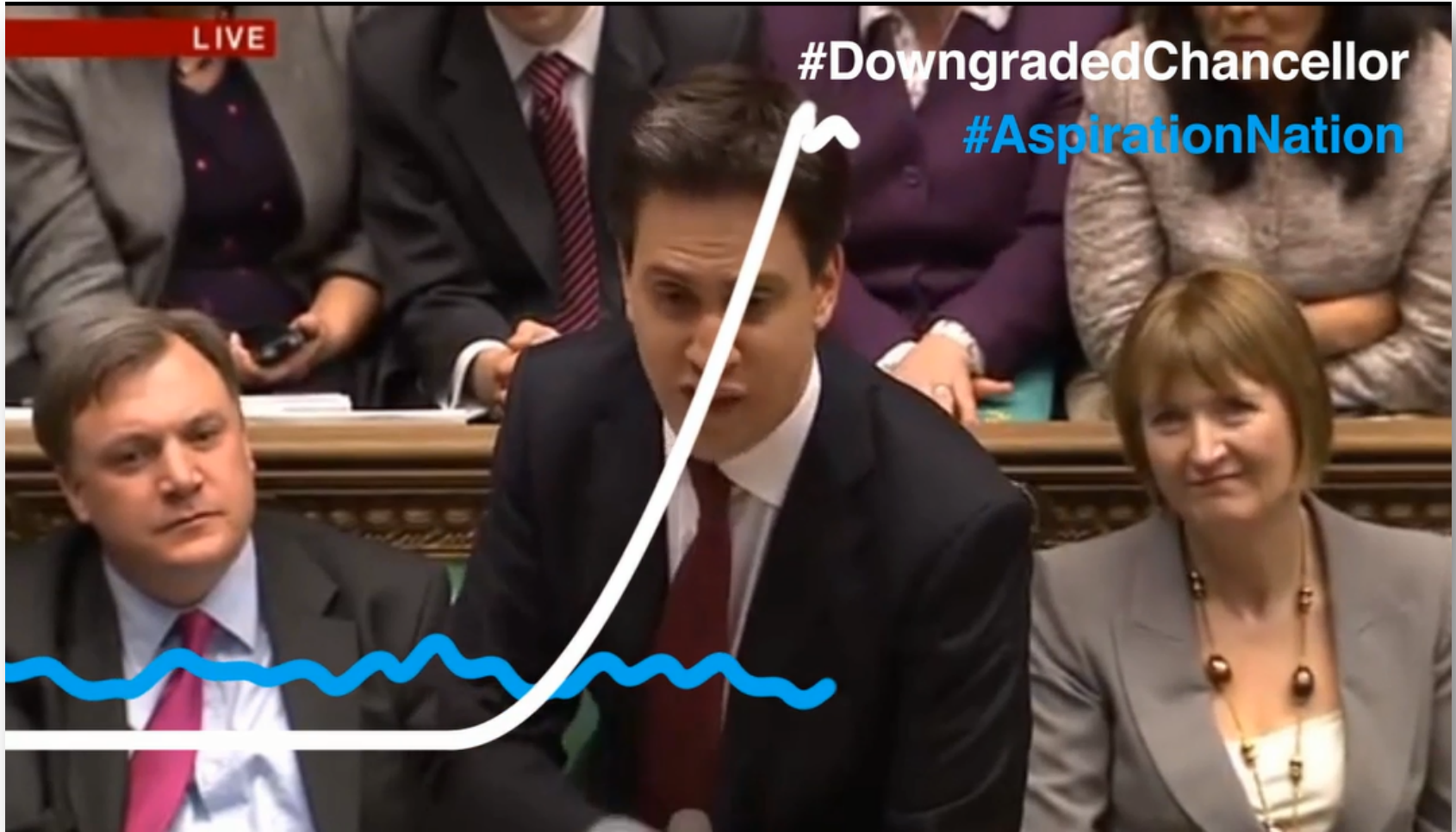


**Figure 7:** The social diffusion curve: Unruly studied the day by day shares of the top 200 branded videos of 2012, plotted here in aggregate

# Majority email opens > 6 hrs



# #hashtags in real time



# Willing to experiment





# Campaign Planning

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Who applies it?

# Multi-channel example





facebook

Keep me logged in

Forgot your password?

Email

Password

Login

Sign Up

I am White Rose is on Facebook

Sign up for Facebook to connect with I am White Rose.



**I AM WHITE ROSE**

'Leeds' largest shopping centre,  
with over 100 stores and food  
outlets.

#### Information

Location:  
White Rose Shopping Centre  
Leeds, United Kingdom, LS11 8LU  
Phone:  
0113 229 1234  
Mon - Wed:

I am White Rose  Like

Wall Info Photos Discussions Reviews

I am White Rose + Others **I am White Rose** Just Others



I WHITE R

I am White Rose Dorothy Perkins are offering 20% off everything in store today - the perfect excuse to pick up a bargain! Offer ends at closing time today.

2 hours ago · Comment · Like



I WHITE R

I am White Rose Check out all the latest fashion pieces that are arriving in stores across the centre this month - <http://www.iamwhiterose.co.uk/just-in>



Just In

[www.iamwhiterose.co.uk](http://www.iamwhiterose.co.uk)

Take a look at what's hitting stores throughout the centre in June!

Yesterday at 4:01am · Comment · Like

# Coca Cola Israel



# First Direct UK



“ I have only got good things to say about **First Direct** ”

Source: kingofreviews  
reviewcentre.com 01/04/2009

# Tell us what you're thinking...

At **first direct** we don't shy away from feedback, we thrive on it - it shapes the way we do things around here. This website streams live what's being said about us in online blogs and forums. A black and

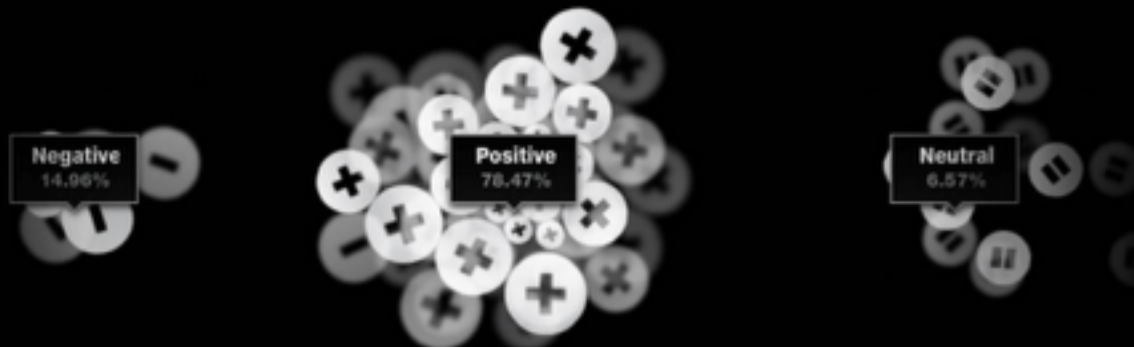
## How people are feeling about **first direct**

Ungroup feelings  

Negative  
14.96%

Positive  
78.47%

Neutral  
6.57%



# O2 Be More Dog Campaign

O<sub>2</sub>

About More Play Create Watch

# Grab the frisbee

Maybe we should all be a bit more dog.  
To them, life is amazing.  
Carpe diem. It means grab the frisbee,  
so what are you waiting for?

Let's play

Terms and Conditions Privacy Policy *FidoLinez* ©2013 Telefonica UK Limited. o2.co.uk

<http://bemoredog.o2.co.uk/>

# Campaign Planning

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Further resources




# Understanding Digital Marketing - Ryan

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Shop by Department - Search Books digital marketing campaigns  Hello, Andrew [Your Account](#) - [Try Prime](#) - [Basket](#) - [Wish List](#)

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Understanding **DIGITAL MARKETING**

Marketing strategies for engaging the digital generation

Damian Ryan

kindle edition

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[Damian Ryan](#) (Author)

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Paperback	£17.99	£12.30	£13.42

# Campaign Planning

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Summary and Key  
Takeaways

**CLA**  **RITY**



Campaign  
Start



Managing  
Phases/Stages Plans



Campaign  
Completion



Control  
Risks, Issues, Changes, Quality

Track



Review

