

Prepare for Success *Digital Campaigns*

To create a campaign that works, you need to first have a good understanding of what is important to your client or prospect. Consider the items below to provide guidance through the critical areas you need to address to make your solution buyable and valuable—ensuring future opportunities with the client.

Assignment:

- Do you have a well-defined Assignment based on a need or opportunity?
 - The Assignment should include a problem, a goal or expectation, time line and the target consumer.
 - Is the Assignment important enough to allocate significant budget for the right solution?
 - Are they eager to hear some of ideas and see your solutions?
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Campaign Goals:

- What are the goals of the campaign? What is the client looking to accomplish with their campaign?
 - Branding / Build Awareness
 - Drive Sales (Online, In-Store, Both)
 - Drive Traffic (Online, In-Store, Both)
 - Build Loyalty & Retain Customer
 - Influence Consideration
 - How will the goals of the campaign be measured?
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Website Purpose and Strategies:

- What is the purpose of their website?
 - How are they currently driving traffic to their website?
 - What do they want people to do on their website? Do they want to inform potential consumers or drive them to action?
 - Is there a section or content within their website that they want consumers to engage with?
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Metrics and Analytics:

- How often do they or someone within their organization examine the analytics on their website?
 - What website metrics are most important to the decision maker? Do those metrics support their campaign goals?
 - Of every 10, 50 or 100 visitors to their website, how many do they convert?
 - Is one source of traffic (direct, referral, search, etc) to their website more important to them? Why?
 - TIP! If they don't have analytics on their website, recommend that they add Google Analytics to their website!
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Determining Success:

- How will your prospect or client measure success for the campaign?
- What metrics will they use to determine campaign performance?
- What do they need to see in 3 months, 6 months or at the conclusion of the campaign in order for them to continue to do business with you?