

FOUNDATIONS OF A SUCCESSFUL MARKETING CAMPAIGN

{INCREASE PARTICIPATION}

In order to reach target participation rates on a digital engagement project you need to drive traffic to your site.

This requires a successful marketing campaign.



What has endured the test of time are the foundations of performance in marketing and advertising campaigns to drive traffic to your digital engagement projects.

Remembering these foundations in all aspects of your campaign planning will improve your chance of success.

1 AUDIENCE



- Identify multiple targeting layers to uncover your unique and motivated audience.
- In order to successfully deliver your message to your stakeholder and community you need to truly understand who they are.
- It is also important to ensure that your targeted audience is actually seeing the message you have created.

CONTEXT

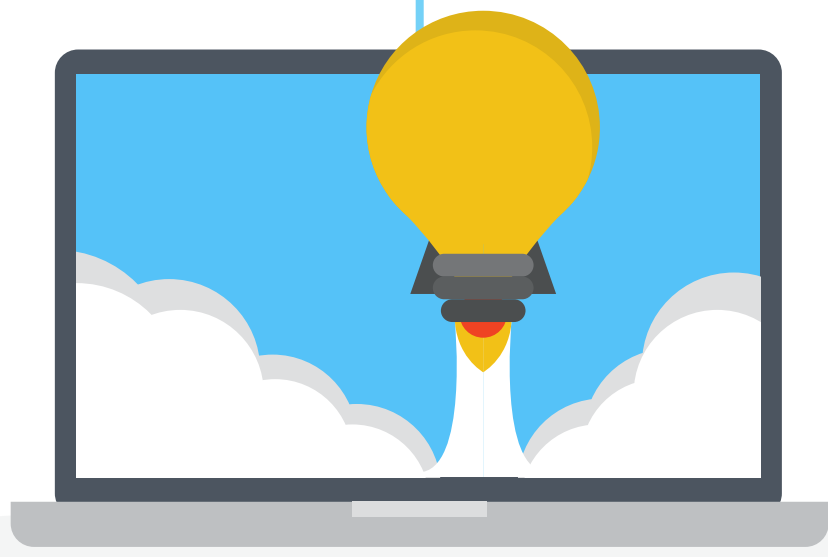
People react differently based on the media context;

- For example, learning about your project may relate differently to a person when they are at work versus when they are relaxing at home.
- Appealing to the right people with the right messages catered to their current state of mind is key.

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3 CREATIVITY



- Don't be afraid to get creative!
- A creative campaign can stir emotions and is more likely to convince people to get involved in your project.

MEASUREMENT

- If decisions and outcomes are to be made on the outcomes of your project you need to accept accountability of the results.
- Review metrics to optimize and extend what's working and eliminate what's not. Then, repeat again, and again!

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SUSTAINING THE FOUNDATIONS

These cornerstones of performance create a sustainable loop, as the data obtained from one campaign helps drive the next.

The way we promote engagement projects has evolved quickly over the past two decades; although the details may change, the desired outcomes do not.

These foundations continue to guide practitioners in lifting their projects to higher levels of success.

