

Digital marketing campaign planning

MBA 563

Week 1

What is a campaign?

- A marketing activity with:
 - A limited duration – the campaign has a clear end date and start date (this distinguishes it from ongoing marketing activity)
 - A specific purpose and set of measurable goals
 - A specific target market (this might be all of a firm's target market or just a segment of it)

Typical purpose of a marketing campaign

- New product or service launch
- Brand awareness
- User growth
- App download
- Customer retention

Assignment 1 – exercise 1

Campaign overview

- A campaign starts with understanding the position of the brand or company in the marketplace
 - An audit of existing web site and social media activity
 - An evaluation of competitor activity
 - A statement of the target market for the campaign
 - Market research into the online activities of the campaign target market
- Design of campaign elements, selection of digital marketing channels, articulation of campaign “hook”

Campaign example: Starbucks White Cup Contest

Starbucks White Cup Contest - details

