**MARKETING CAMPAIGN PROJECT**

**EP2150 (Assignment 3)**

**Your task is to develop a marketing campaign for your small business/organization by working through the following steps:**

**PART 1 - Overview**

Write a brief overview of the campaign including its overall objective. This should set the scene and ensure you are clear about the campaign’s purpose.

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**PART 2 - Set Promotional Objectives**

List your campaign’s top three objectives. These should be SMART to ensure clarity and the ability to measure them throughout the campaign.

**Specific** – Can the detail in the information sufficient to pinpoint problems or opportunities? Is the objective sufficiently detailed to measure real-world problems and opportunities?

**Measurable** – Can a quantitative or qualitative attribute be applied to create a metric?

**Actionable** – Can the information be used to improve performance? If the objective doesn’t change behaviour in staff to help them improve performance, there is little point in it!

**Relevant** – Can the information be applied to the specific problem faced by the marketer?

**Time**-related – Can the information be viewed through time to identify trends?

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**PART 3 - Determine the Target of the Promotion**

Who is your campaign targeting? This could be based on a separate Segmentation, Targeting and Positioning (STP) exercise. (Be specific by identifying top three main targets that would provide the most return)

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**Positioning**

How will you position your offering to your audiences? What will your main messages be? You may want to create a table such as the one below:

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| Target Audience | Main Message |
| e.g. Male, UK, 20-30 | Perform at your best |
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**PART 4 – Develop a Relevant Theme Part 6 – Develop a Promotional Message**

What is the theme of the promotion and how does it target buyer perceptions/wants/fears

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**Placement**

This should include how you will reach your audiences. You may choose to put a high level communication plan in here, with detail on the communication channels you intend to use e.g. Email Marketing, Telemarketing, Social Media, Website banners, Google Adwords etc.

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**PART 5 – Determine the Method or Media to use**

**Media Choices (see fig 8-13)**

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**Collaterals**

List some of the main collaterals (advertising items) you will communicate to attract your audience’s attention - such as case studies, E-shots and videos

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**Timescales**

When will this campaign start and end? Consider the right timing for the business, resources and most importantly your target audience.

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**PART 7 – Promotional Budget**

**Resources**

What resources will you need to deliver this campaign? Who will create the collaterals? Do you need any agency support or other internal resources?

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Outline the budget required for your campaign.

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**PART 8 – Implementation**

**Actions & Delivery**

Outline the main actions and how everything will hang together. You may choose to include a Gantt chart which details the sequence, timing and owner of your campaign actions.

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**PART 9 – MEASURING EFFECTIVENESS**

**Measure & Control**

Detail what you will measure to ensure you meet your objectives and get a return on investment.

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**Expected Return on Investment (ROI)**

You will need to outline the expected campaign return e.g. X amount of leads and sales.

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