

Marketing Ideas

What does a successful marketing campaign look like?

A successful marketing campaign is made up of a number of key ingredients.

- it has clear objectives
- the objectives are measurable
- it is targeted at a certain group of people
- there is one simple, strong message
- there is a strong call to action



Why set objectives?

Before you commence any marketing activity / advertising you need to know why you are doing it and what you are trying to achieve. Set clear objectives that are SMART.

- Specific (Specify what you want to achieve)
- Measureable (You should be able to measure your objective)
- Actionable (Are your objectives achievable and attainable)
- Realistic (Can you realistically achieve this with the resources you have)
- Timebound (When do you want to achieve it)

For example – increase awareness of our company? This as an objective is too vague, how would you know that you have been successful? You need something that is measurable and can associate hard facts to. For example, by the end of March 2012 I will increase foot traffic per week from 1,000 people to 1,300 people.

Who is your target audience?

Every time you do a piece of marketing activity you have to know who you are targeting. What group of customers are you talking to? This will drive the copy / messages you use and will also drive the media you use to get to these people.

The more specific you can be the better. A communication that isn't targeted at anyone and goes out to the masses is very rarely as effective. The more targeted your marketing message is, the more likely it is to be successful.

What message?

Keep your message simple and to the point. Too many messages within a communication confuses people. Ultimately you need to think about what you want your customer to think, feel and do as a result of your message. Put yourself in their shoes – what would appeal to them, what mindset are they in, what issues can your business help solve?

A strong call to action is also important ... what do you want them to do next and within what timescales. For example, visit us in the month of March and you will receive a free coffee.

How do I not burn money on a campaign?

You should understand what drives your costs – are they fixed (i.e., don't change when you have an extra client, such as a cinema), or are they purely variable. Usually costs are a mixture of fixed and variable – for example a cup of coffee has variable costs of beans, milk and the costs of washing up, while the fixed costs are staff time and rent. If your café has a “dead time” during the day, then perhaps target your promotion around that. Having an offer which costs you money every time a client walks through the door is not a good idea!

How do I figure out where to spend money?

When planning your activity one of the first things you should look at is who is this activity targeted at. This information will assist you in deciding which communication channels will be most beneficial. Will you use personal communication channels such as face to face meeting, telephone contact, or a personalised email? Or will the non personal communication such as newspapers, magazines, or direct mail work better? If so, which ones reach your target audience the best? Each radio station for example appeals to a different group of people. E.g. The Edge targets a younger group, while the Rock tends to attract males and The Breeze & More FM attract females aged 25 -45.

For best results when running a piece of marketing activity ensure that the messages are consistent across all customer touch points e.g. from the advert in the paper, to your website, emails, in-store messages and even down to the messages your staff portray to customers.

Measuring how effective your activity has been

Before you start any marketing activity you need to determine how you will measure the effectiveness of the activity once it is implemented. How did the actual performance measure up to planned objectives?

Make sure you know how your business is performing prior to the marketing activity taking place. This will give you a clear benchmark on which to gauge the success of the activity.

Communications where a customer can cut out a coupon or quote a code also assist in being able to measure how effective a campaign can be. In addition it's worth asking your target market whether they recognised or recall specific advertising messages, what they remember about the message, how they felt about the message, and if their attitudes toward the company were affected by the message.