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# LU1 - Scope Digital Marketing Campaign

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# Purpose of digital marketing communications campaign plan

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- Runs on multiple channels both online and offline
- Have a start and end date which must be synchronized across all channels
- Ensure the entire team understands the marketing goals which in turn supports business goals
- Remind you of the focus for each of the channels and tasks

When the team or channels are not synchronized where one channel publishes too early, it is a 'leak'

Whilst leaks may be deliberate as an advantage to large brands, it causes a loss of buzz or impact of marketing effectiveness for smaller businesses

# How to set digital marketing campaign objectives, goals, and KPIs

- Marketing campaigns must be designed, planned to meet business goals or else it would have a lesser chance of success
- Campaign must thus have objectives. These objectives sets its overall direction and scope of work to support the selected Business Goals



# How to set digital marketing campaign objectives, goals, and KPIs

Business Goal	Marketing Objective Examples
Launch New Product	To suddenly create awareness of new product across all marketing channels in a short time period (in order to create hype, a form of very intense interest)
Expand Market Share Increase Revenue Increase Sales	To improve current results from marketing on the same budget
Maximize Profits	To increase current results and reduce cost of current marketing campaigns
Reduce Operating Costs	Reducing cost of marketing whilst maintaining current level of results
Develop New Customers	Increase awareness of company and products resulting in sales from new customer
Increase Purchases from existing Customers (Recurring)	Increase engagement of existing customers via marketing resulting in recurring sales from existing customers

**To achieve these objectives, we use metrics, essentially what we can measure in each channel to determine if we achieved a goal.**

# Examples of various types of digital marketing objectives and SMART goals

SMART Goals are the best way to determine if objectives are met

SMART stands for:

Specific, Measurable, Achievable, Realistic, Time Bound

## Examples

- Increase by 20% Website Visitors from Google Organic Search to landing page of new product in 3 months time
- Achieve 3000 sales Website Visitors from Google Organic Search to landing page of new product in 3 months time

# Smart Goals Example

Business Goal	Marketing Objective Examples	Example SMART Goals
Launch New Product	To suddenly create awareness of new product across all marketing channels in a short time period (in order to create hype, a form of very intense interest)	Achieve 3000 visitors from Google Organic Search to landing page of new product during the campaign period of 3 months  Achieve 10000 visitors from Google Ads to landing page of new product during the campaign period of 3 months  Achieve 10000 visitors from Facebook organic posts to landing page of new product during the campaign period of 3 months
Expand Market Share Increase Revenue Increase Sales	To improve current results from marketing on the same budget	To increase current website traffic & leads from Google Ads by 10% whilst maintaining total ad spend in 3 months time  To increase current website traffic & leads from Facebook/IG ads by 10% whilst maintaining total ad spend in 3 months time  To increase sales volume from online sources by 10% whilst maintaining total ad spend in 3 months time
Maximize Profits	To increase current results and reduce cost of current marketing campaigns	To maintain current website, social media and email marketing results whilst reducing total ad spend by 10% in 3 months time

# Smart Goals Example

Business Goal	Marketing Objective Examples	Example SMART Goals
Reduce Operating Costs	Reducing cost of marketing whilst maintaining current level of results	To increase current website traffic & leads from Google Ads by 10% whilst maintaining total ad spend in 3 months time
Develop New Customers	Increase awareness of company and products resulting in sales from new customer	To increase new visitors to website from Google Organic by 30% in 3 months time To increase new visitors to website from Google Ads by 30% in 3 months time To increase new customers acquired from online marketing by 20% in 3 months time.
Increase Purchases from existing Customers (Recurring)	Increase engagement of existing customers via marketing resulting in recurring sales from existing customers	To increase email marketing CTR from existing customers by 20% in 3 months time. To increase engagement on facebook/Instagram by 20% in 3 months time. To increase new customers acquired from online marketing by 20% in 3 months time.

**Determine which goal Business is going for**

- Launch New Product
- Expand Market Share of existing products
- Increase Revenue/Sales
- Reduce Operating Costs
- Develop New Customers
- Increase Purchases from existing Customers (Recurring)



**Determine which product/service Business is focusing on?**

**Set Smart Goals for all relevant social media channels!**



# Overview of entire digital marketing campaign plan template

Channels	Specific	Measureable	Achievable/Relevant to Business Goals	Time Bound
Google Organic Search (SEO)	Increase Organic Search Traffic	By 20%	To Product Landing Page	In 3 months time
Google Ads (SEM)	Increase Paid Traffic	By 20%	To Product Landing Page	In 3 months time
Social Media, Organic (SMM)	Increase traffic from facebook/instagram	By 20%	To Product Landing Page	In 3 months time
Social Media Ads (SMM Ads)			To Product Landing Page	In 3 months time
Website	Increase sessions per visitor	By 25%	Re-visiting the website	In 3 months time
Website	Increase average sessions duration by	30 seconds	Re-visiting the website	In 3 months time
Email Marketing	Increase website revisits from emails	By 20%	Re-visiting the website	In 3 months time
Leads	Increase number of contact form fills	By 30%	As marketing qualified leads for offline followup	In 3 months time