

# Campaign Management

## What is marketing campaign?

A marketing campaign is an organized and well-planned course of actions crafted to achieve a marketing goal of the business. This marketing goal could be to communicate the new or existing product to the target audience, reinforce the brand promise and brand positioning, and/or acquire more customers to bring in more revenue to the organization.

Marketing campaigns can be designed with different goals in mind, including building a brand image, introducing a new product, increasing sales of a product already on the market, or even reducing the impact of negative news.

Marketing Campaigns promote a product through different media, including television, radio, print and online platforms.

## Components of a marketing campaign

A marketing campaign is a series of actions/operations which work synergy to achieve a particular objective. It is designed with all these components in place.

- 1. Goal** – This is the ultimate objective behind the marketing campaign. It could range from branding or rebranding to a short-term revenue push.
- 2. Target Market** – Target market is the specific and well-defined consumer segment within the company's serviceable market which the business wants to sell its products and services and direct its marketing efforts to.
- 3. Offering** – This is what the company has to offer to the target audience. The whole marketing campaign is crafted to communicate this offering to the target audience.
- 4. Message** – Message includes the verbal and non-verbal messages which the company uses to communicate the offering to the target audience.
- 5. Medium** – It includes all the production, packaging, communication, distribution, and promotional (digital and traditional) mediums used by the company to communicate the message.

**6. Control** – It is how the company controls the message from being distorted after the campaign is launched. Control is usually the function of the PR team.

## **Importance of marketing campaign-**

### **1. Define goals-**

Before you even begin any of the work on your campaign you need to set out and define your goals. What you want to conquer should also be defined: new clients, higher loyalty of existing customers, encourage these to devote more time and money to the brand. Goals can be endless, but it is indispensable that you define yours.

It is also important that these goals are achievable – being creative is being productive – but it should also be taken into account that not all ideas can be effectively implemented. Thus, goals should be adjusted to the available resources.

### **2. Define the target-audience-**

No matter what business or sector you're in or how you operate, in all of them it is necessary to define the target-audience at which the marketing campaign is aimed.

In this sense, it becomes essential to know your product's possible consumers/users, that you define them as your target and that you conduct research around their needs, even defining the key capabilities of what you are promoting and how they will arouse consumers' interest.

### **3. Improved brand awareness-**

Social media is one of the most stress-free and profitable digital marketing platforms that can be used to increase your business visibility. To get started, create social media profiles for your business and start networking with others. By applying a social media strategy, it will help you significantly increase your brand recognition. Undoubtedly, having a social media page for your brand will benefit your business and with a regular use, it can also produce a wide audience for your business in no time.

#### **4. Cost-effective-**

For an advertising strategy, social media marketing is possibly the most cost-effective way. Creating an account and signing up is free for almost all social networking platforms. But if you decide to use paid advertising on social media, always start small to see what you should expect. Being cost-effective is important as it helps you attain a greater return on investment and hold a bigger budget for other marketing and business payments.

#### **5. Review the budget-**

It is equally important to have an understanding of the consumers' and the target audience's purchasing power and, if possible, a quantification of the consumption/use of the product that will be promoted. It would also be ideal to provide an estimate of the return that will be reached with the marketing campaign.

To ensure a successful marketing campaign, it is crucial that the company's profit is higher than what was spent on the campaign itself.

#### **6. Engage with your customers-**

Social media is a good way for engaging and interacting customers. The more you communicate with the audience, the more chances you have of conversion. Set up a two-way communication with your target audience so that their wishes are known and their interest is catered with ease. Moreover, communication and engagement with customers is one the ways to win their attention and convey them your brand message. Thus, your brand will reach more audience in real terms and gets itself established without any hassle.

#### **7. Healthier customer satisfaction-**

Social media plays a vital role in networking and communication platform. With the help of these platforms, creating a voice for your company is important in improving the overall brand image. Customers appreciate the fact that when they post comments on your page, they receive a modified reply rather than a computerized message. A brand that values its customers, takes the time to compose a personal message, which is perceived naturally in a positive light.

### **Disadvantages of marketing campaign**

### **1. Time and Effort May Not Yield a Return**

Big brands can afford to spend time and effort working on a marketing campaign that fails, because they have the resources to regroup and move on. As a small business owner, however, the return on investment on a marketing campaign may be low, and that means you have spent months crafting a strategy that did nothing to help your bottom line. Even the well-planned marketing campaigns fail, and at the small business level, that can set you back for months.

### **2. Advertising campaigns are expensive.**

While there consists of a tremendous potential reach of advertising, it runs a high risk of failure if the campaign does not have a proper implementation. Evaluating if the advertising channels are worthwhile is a must, to make sure that the profits are at its maximum.

### **3. Competition Launching.**

A campaign can bring in customers for yourself but also forces the competition to do the same. If they don't do this, their market share becomes smaller which will eventually put them out of business.