Livepetal online marketing campaign

**What Is A Marketing Campaign?**

First, let’s talk about what a *campaign* really is.

A marketing campaign has two critical components:

1. A call to action
2. A traffic source

The **call to action** is what you want people to do. If the marketing campaign you’re creating is aimed at the Subscribe stage of the Customer Journey, your call to action might be for people to download a whitepaper, checklist, or video resource. If it’s a campaign in the Convert or Ascend stage, your call to action might be to buy a product or service. If the campaign you are creating is for the Awareness stage, the call to action might be as simple as listening to a podcast episode or reading a blog post.

The **traffic source** could be digital clicks from ads, email, social media sites, or search engines like Google. Offline marketing could include direct mail, TV, or radio advertising, print ads, or anything else that gets the call to action in front of your prospects.

***The purpose of a marketing campaign is to intentionally move people from one stage of the Value Journey to the next.***

You cannot possibly create one campaign that makes people aware of you, engages them, gets them to subscribe and convert, excites them, ascends them, and then turns them into advocates and promoters.

Instead, you need to create multiple specific campaigns that are designed to move people from one stage to the next. (Or in some cases, a campaign can probably move people through 2 or maybe 3 steps at once.)

**Case Study: DigitalMarketer**

1. **Campaign Goal:** Aware to Engage
2. **Content Needed:** Branding Video
3. **Traffic Source:** Facebook Ads (Video Views campaign)
4. **Call to Action:** End the war between sales and marketing... watch this video!
5. When we create a new campaign here at DigitalMarketer, we always start by looking at the Value Journey map and identifying any steps where we need help. In this case, we realized that while we were doing a good job of generating awareness through Facebook ads, we didn’t have a good engagement campaign in place.
6. So we decided to create some content (a branding video) whose goal was to get people engaged with DigitalMarketer:

But as you know, just creating a video isn’t enough. We also had to decide how we were going to get people to watch the video. So we chose to run a Facebook ad campaign (with video views as the goal) to generate traffic to the video. This made up the “Traffic” portion of our campaign.

1. Here’s what one of those ads looked like:

Content marketing

Perfect content isn’t about you, your brand, or your objectives. It’s about delivering the right information to your prospects at exactly the right point in the customer journey.

*Content is any information that helps you keep the funnel full.*



*The 3 stages all prospects go through on their way to becoming a customer*

A cold prospect cannot evaluate your solution until they are first **aware** of the problem *and* your solution. And **conversion** is impossible until the prospect has first evaluated the possible courses of action.

To move a prospect through a marketing funnel, you need to give them content specifically designed to satisfy their needs at each of the three stages.

In other words…

1. They need **content at the top of the funnel (TOFU) that facilitates awareness**.
2. They need **content in the middle of the funnel (MOFU) that facilitates evaluation**.
3. They need **content at the bottom of the funnel (BOFU) that facilitates conversion**.

Make sense?

1. **Perfect Content Marketing is Full Funnel**
2. **2. Perfect Content Marketing Is Intent-Based**
3. **3. Perfect Content Marketing Is Ascension Focused**

*Failure to provide an ascension path from every piece of content you create isn’t just bad marketing—it’s a bad user experience.*

*Smart content marketers anticipate the next logical intent and* ***remove as much friction as possible to create a clear path to conversion****.*

1. **Perfect Content Marketing is Segmented**
2. **5. Perfect Content Marketing Is Cross-Channel**
3. **6. Perfect Content Marketing Is Avatar-Based**

The planning document includes fields for:

1. **Marketing Funnel** – Is this asset addressing intent at the top, middle, or bottom of the funnel?
2. **Avatar** – Which avatar(s) will this asset target?
3. **Vehicle** – Will this be a text, image, video, or audio asset?
4. **Channel** – Where will this asset be published?
5. **Ascension Path** – What call-to-action will be used in this asset?

The Content Campaign Plan is used to align content marketing with business objectives like generating leads and sales.

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**Top Of The Funnel (TOFU) Content Marketing**

The prospects entering the top of your funnel are completely unaware of your solution and, often, completely unaware of their problem.

As a result, you need content with a low barrier to entry—because at this stage, they have little to no motivation to put skin in the game (such as giving your contact information or money).

You need freely available content at the top of the funnel (TOFU) that…

1. Entertains
2. Educates
3. or Inspires

… and you need to make it readily available using content types like:

1. Blog posts
2. Social Media Updates
3. Infographics
4. Photographs
5. Digital Magazines/Books
6. Audio/Video Podcasts
7. Microsites
8. Print Magazines/Newsletters (You’ll need a bigger budget here.)
9. Primary Research

Do you need all of these content types at the top of the funnel?

***Remember, the big goal at the top of the funnel is to make prospects “problem aware” and “solution aware***.”

*With TOFU content, you want to create awareness around problems as well as solutions.*