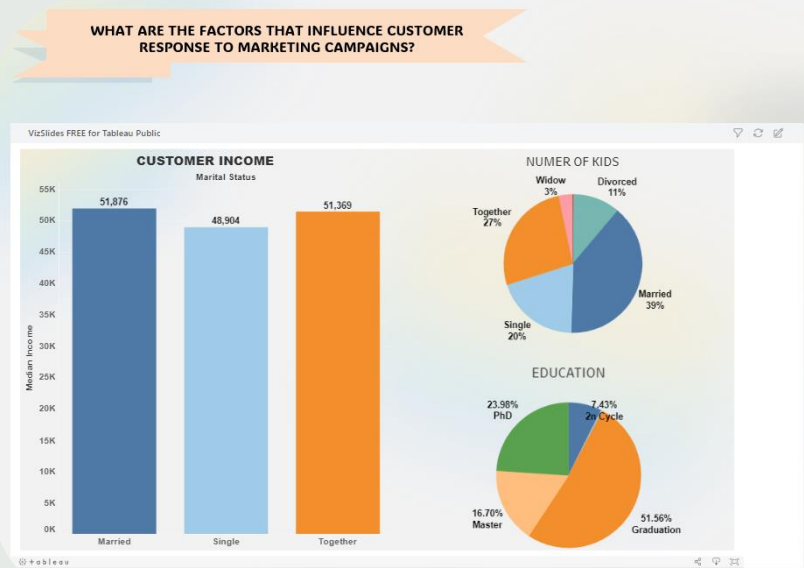
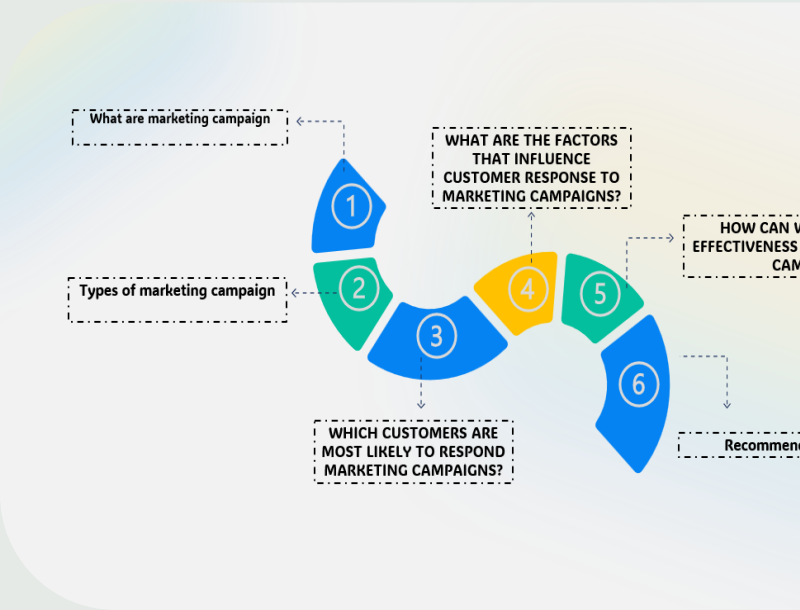


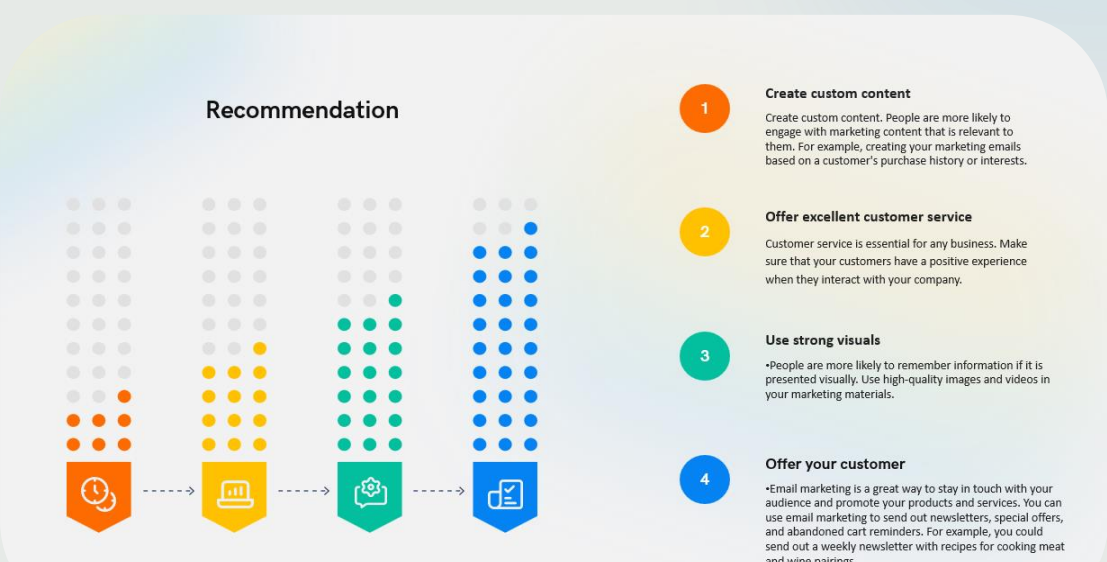
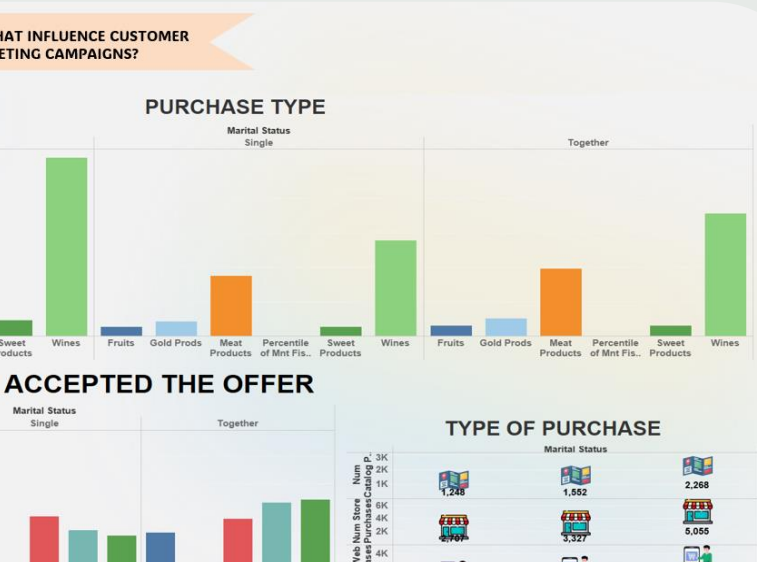
Marketing campaign

Zainab Faisal

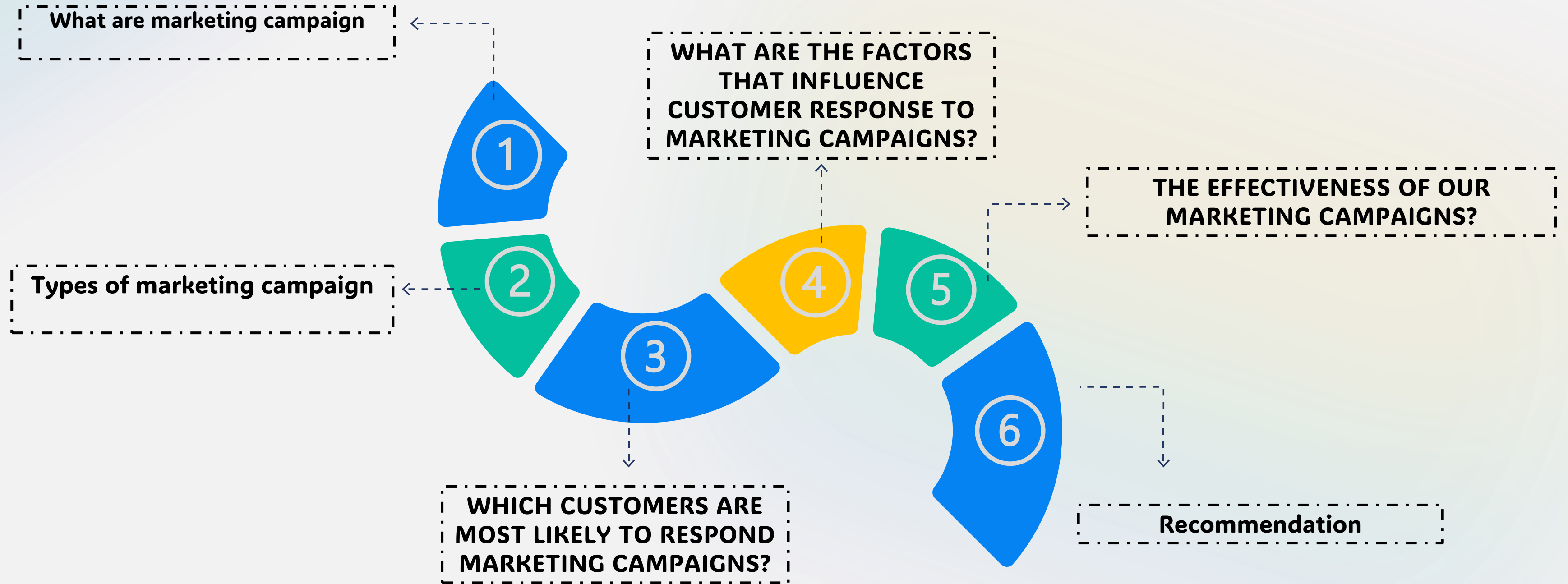
DAI3 General Assembly



A marketing campaign is a coordinated set of marketing activities that are designed to achieve a specific goal, such as increasing brand awareness, generating leads, or driving sales. Marketing campaigns typically involve a variety of marketing channels, such as advertising, public relations, social media, and direct marketing.



The key to a successful marketing campaign



My Agenda



A marketing campaign is a coordinated set of marketing activities that are designed to achieve a specific goal, such as increasing brand awareness, generating leads, or driving sales. Marketing campaigns typically involve a variety of marketing channels, such as advertising, public relations, social media, and direct marketing.

**The key to a successful
marketing campaign**

clear
understanding
of your target
audience



what they are
interested in



Call to Action



cost of
serving
segment

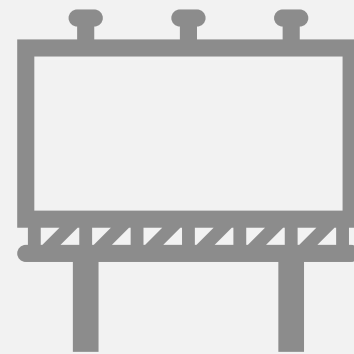
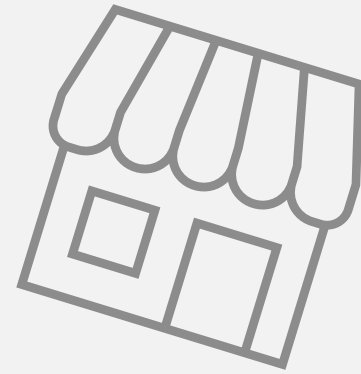
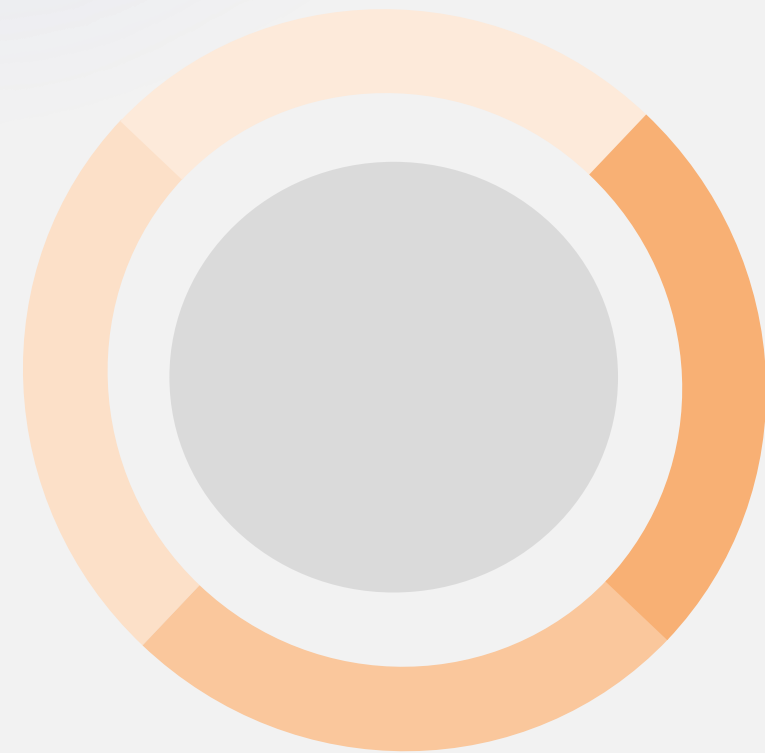


Types of marketing campaign

**WHICH CUSTOMERS ARE MOST LIKELY TO RESPOND
MARKETING CAMPAIGNS?**

**WHAT ARE THE FACTORS THAT INFLUENCE CUSTOMER
RESPONSE TO MARKETING CAMPAIGNS?**

THE EFFECTIVENESS OF OUR MARKETING CAMPAIGNS?



Physical marketing

- ✓ Billboard
- ✓ Point of sale(pos)
- ✓ event



Types of marketing campaign



Digital marketing

- ✓ Social media
- ✓ Search Engine optimization
- ✓ Email market

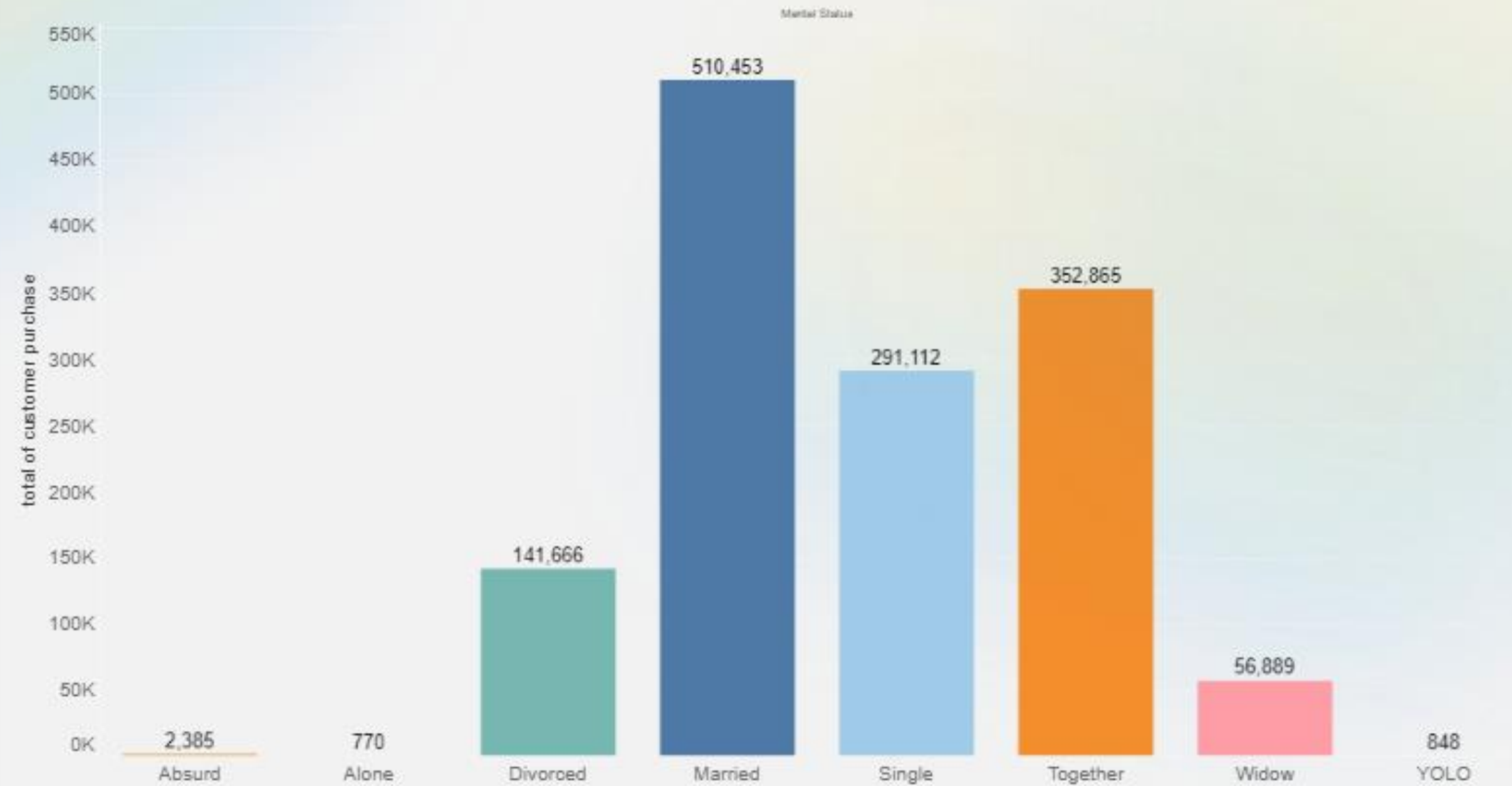


WHICH CUSTOMERS ARE MOST LIKELY TO RESPOND MARKETING CAMPAIGNS?

VizSlides FREE for Tableau Public



CUSTOMERS RESPOND MARKETING CAMPAIGNS



47% married

32% together

27% single

13% Divorced

5% widow

WHAT ARE THE FACTORS THAT INFLUENCE CUSTOMER RESPONSE TO MARKETING CAMPAIGNS?



1

Personal factors

These include demographics such as age, gender, income, education level



2

Social factors

These include the influence of family, friends.



3

Psychological factors

These include the customer's perceptions, attitudes, and emotions. For example, a customer may be more likely to purchase a product if they perceive it to be high quality or if they have a positive attitude towards the brand.



4

Situational factors

These include the customer's time constraints, budget, and purchase needs. Like seasonal case

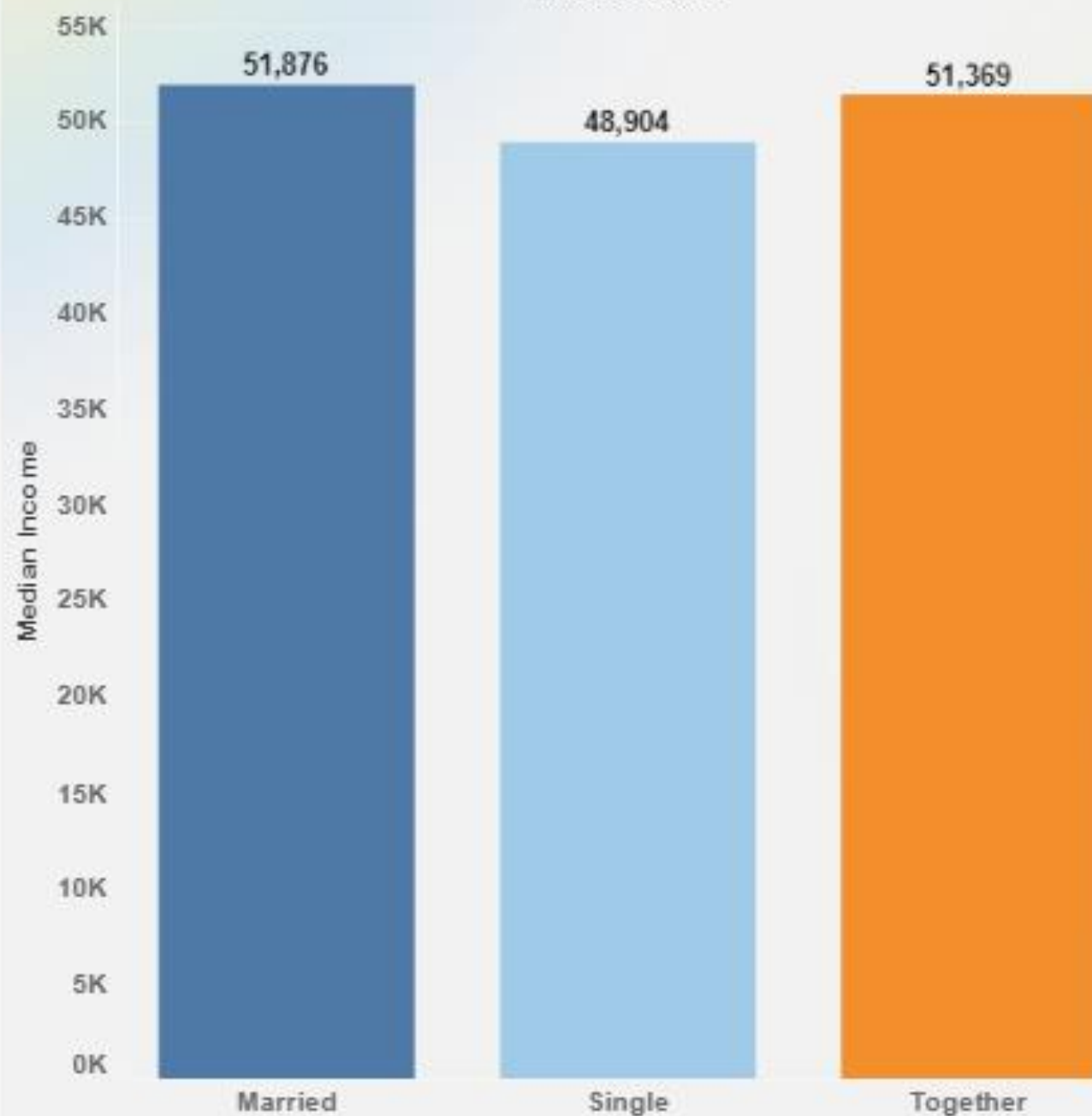
WHAT ARE THE FACTORS THAT INFLUENCE CUSTOMER RESPONSE TO MARKETING CAMPAIGNS?

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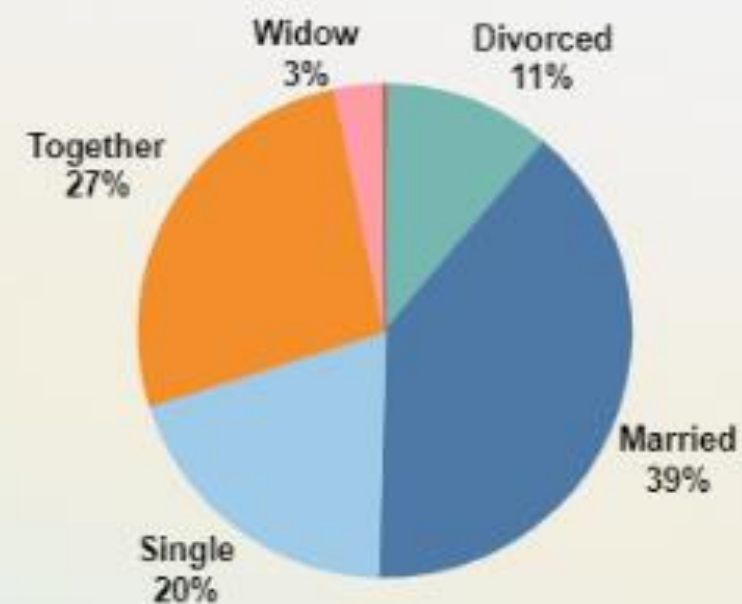


CUSTOMER INCOME

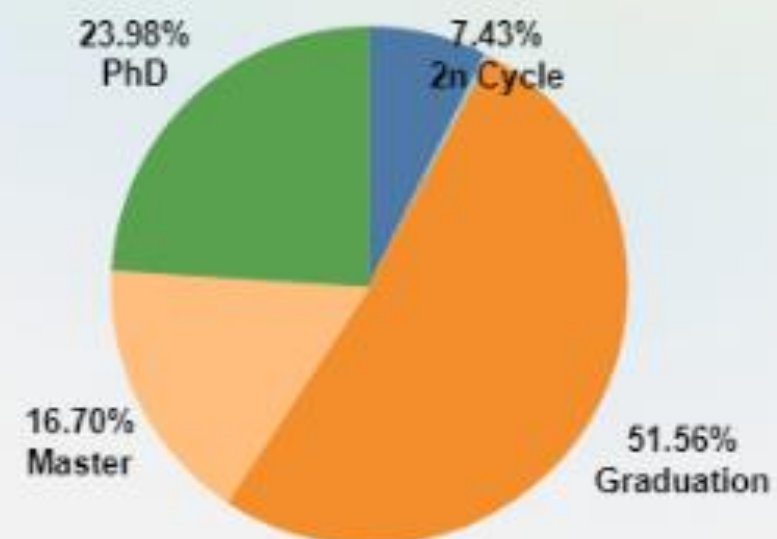
Marital Status



NUMBER OF KIDS



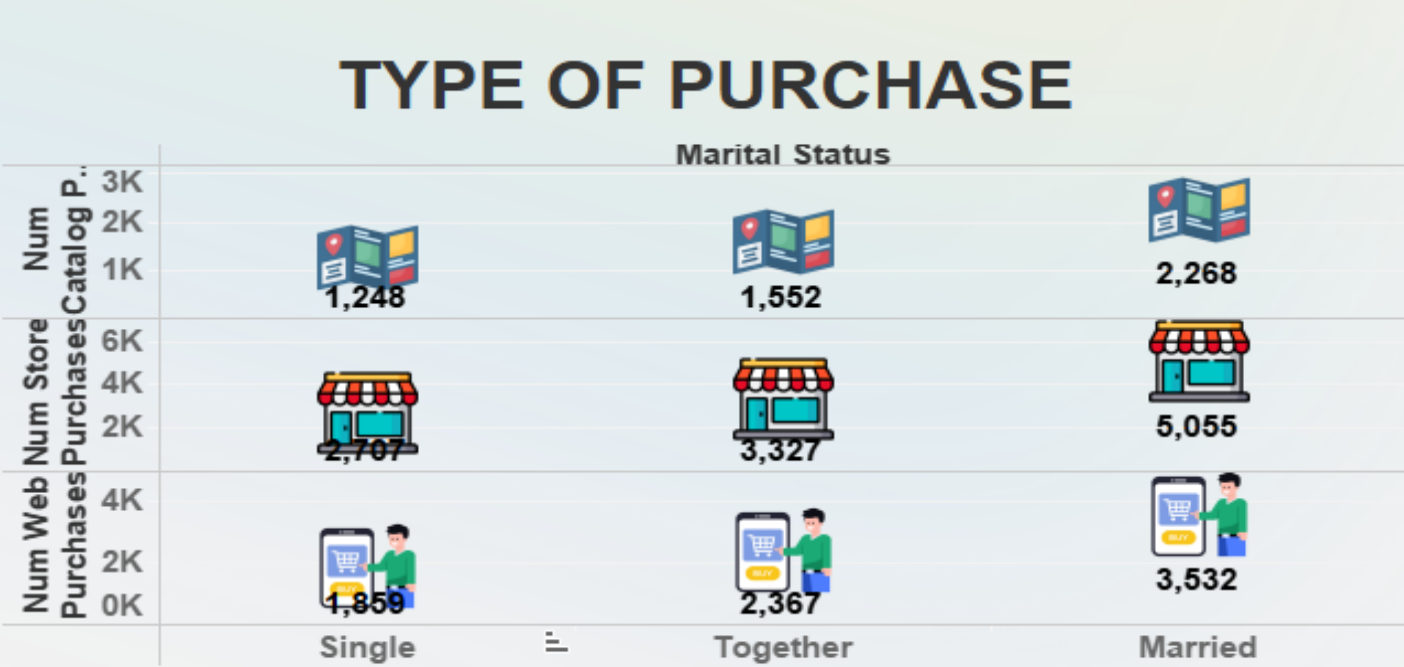
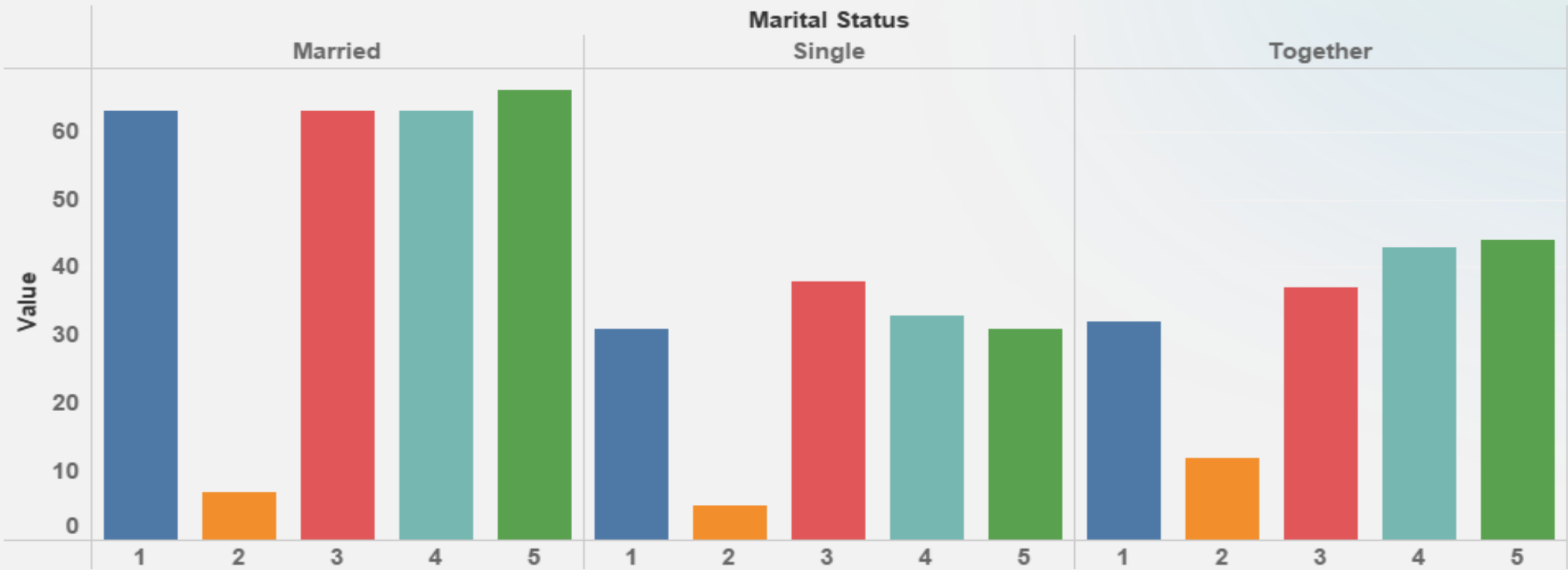
EDUCATION



WHAT ARE THE FACTORS THAT INFLUENCE CUSTOMER RESPONSE TO MARKETING CAMPAIGNS?

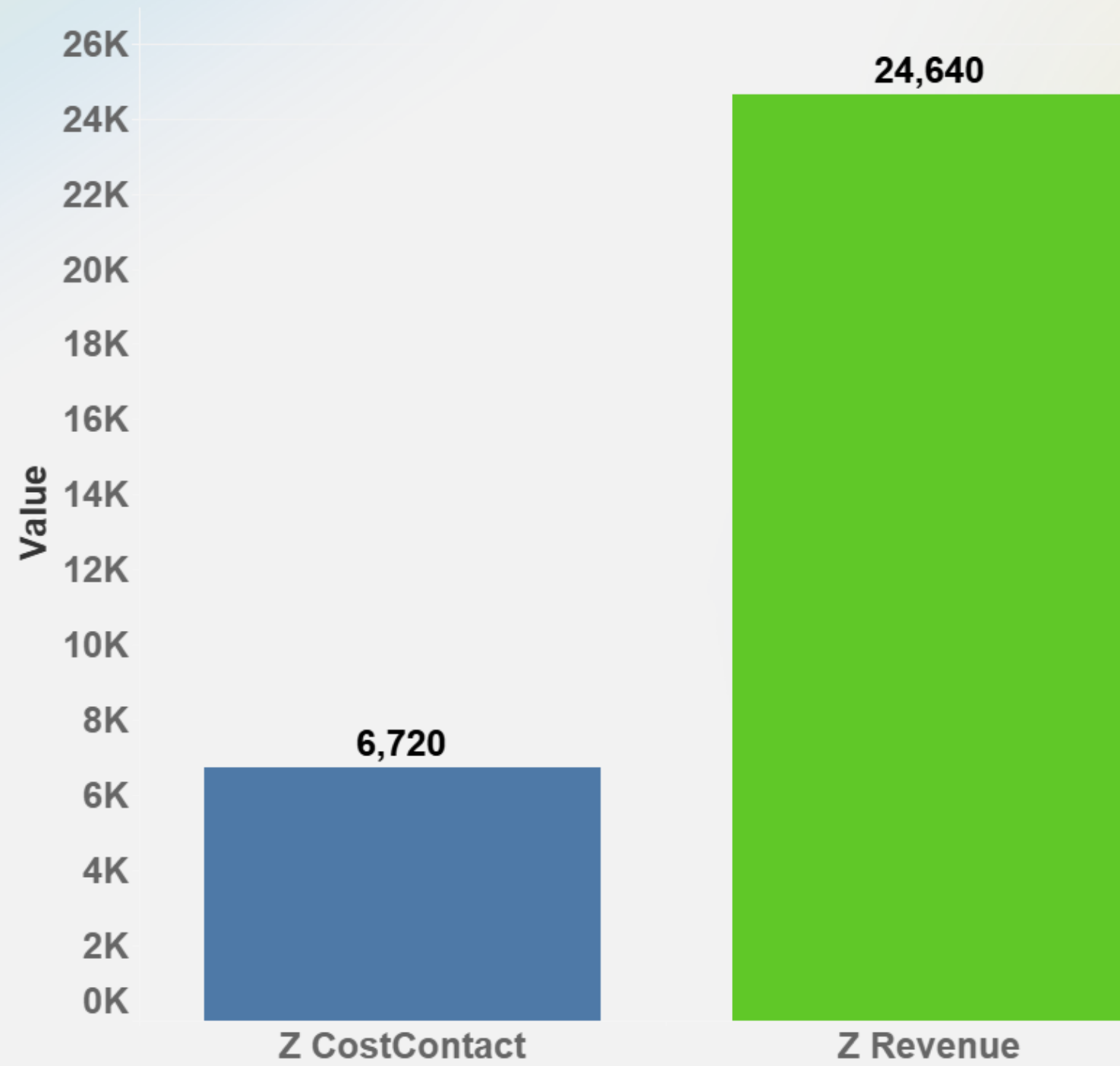


TOP 3 CUSTOMERS ACCEPTED THE OFFER



THE EFFECTIVENESS OF OUR MARKETING CAMPAIGNS?

EFFECTIVENESS AND EFFICIENCY OF MARKETING CAMPAIGNS



Recommendation



1

Target your customer

I will target the married customers in advertising campaigns because they are more able to buy by sending them special offers

2

innovate your marketing

for alone and divorced because they are not major contributed, so we need to put them online , so we send an emails and SMS and give them bulk discount for some items

3

Use strong visuals

People are more likely to remember information if it is presented visually. Use high-quality images and videos in your marketing materials.

4

Focus on loyal customers

customers by sending them messages showing that we care about them, such as congratulating them on their birthdays and requesting a review of our products.

**Thank
you**