

A Guide to Creating a Campaign

Marketing campaigns are used to promote products or services through different types of media (E.g Email, Social Media, Radio etc.)

What are some Components of a Marketing Campaign?

GOALS



Identify what is the end goal of your campaign.

- 1,000 views per month
- 10 new contacts

PLATFORMS



Which platforms will you use?

- Facebook
- Instagram
- YouTube
- LinkedIn

TARGET AUDIENCE



Who are your Target audiences?

- Men
- Women
- Mobile Users

STRATEGY



What is the Strategy?

- Use expertise to educate and engage audience



CREATIVE ASSETS

What assets needs to be created?

- Videos
- Posts
- Emails
- Landing Pages



CALL TO ACTION

What are the CTAs to be used ?

- Learn more
- Shop Now
- Call Now



EXPECTED RESULTS

What are the expected results?

- Traffic to Fb and IG
- Sales
- Downloads
- Booked consultations



BUDGET

It is important to set a campaign budget to get the best results.

Get on track to earning revenue with expert advice!

Register to learn more about our Road Map Assessment!

www.monivandigital.com



Tamara Mon Louis
Digital Marketing Strategist

Monivan Digital Marketing Solutions