

# Marketing Campaign Checklist

## Sharpen your competitive edge

### **A successful marketing campaign develops from a variety of factors.**

Start with a written plan. It will help you remember details, make it easier to share ideas with your team, and provide a record for future reference. Start your plan with the desired outcome and refine it as you work through this checklist. Be sure to identify campaign metrics and track results. What you learn will pave the way to improve the results of subsequent campaigns.



#### **❑ Set campaign goals**

What do you want your campaign to accomplish? Be as specific as possible. Think in terms of measurable goals—sales, foot traffic, clicks, calls, contacts, registrations, referrals, etc. Be optimistic, but realistic. Consider short term and long term goals for each campaign.

#### **❑ Know your market**

Study the market for your products and services. Leverage the web continually, but make time for field trips, customer contact, groups & associations, etc. Learn which products or services appeal to different segments of your market(s).

#### **❑ Understand the competition**

If your biggest competitor is running ads claiming they'll meet any advertised price in town, you must take it into consideration as you develop your campaign. Your response may be to emphasize your company's added value as well as your competitive pricing.

#### **❑ Target your audience**

Who do you want to take action in response to your campaign? Understanding your audience and their motivations will affect your offer, method of contact, message, and call to action.

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## ❑ Identify the offer

Armed with knowledge of your market, the competition, and your potential customers, come up with a compelling offer that will appeal to your target audience. This could be a sale, a free evaluation, a free sample, a 2-for-1 price, or any number of things. The greater the appeal it has for potential customers, the greater the response will be.

## ❑ Craft your message

Focus on the benefits of your product or service when you write about it. Features are what make benefits possible. Customers don't want features, they want benefits. You may not be interested in a yard maintenance service, but you would probably enjoy a hassle-free, beautiful looking yard. It's the same service, but the second message helps you picture the benefit more clearly than the first. As you craft your message focus on the benefits most relevant to your target audience.

## ❑ Select the method(s) of contact

In marketing lingo, what's the marketing mix? In plain English, what's the best way to reach your audience? It could be a form of advertising, a post card, a door hanger, phone call, email—the list goes on and on. The more you understand your target audience the better you'll be able to select the best way(s) to reach them.

## ❑ Work out the timeframe

Start with the date of your promotion, event, contest, etc. Working backward, account for the time span of your program, as well as the lead time required for production, writing and design, concept and budgeting, and campaign planning. If your campaign requires any special logistics or employee training be sure to account for that too. If possible, allow a little extra time for each activity to account for reviews and revisions—or any unexpected delays.

## ❑ Determine your budget

Begin with an estimate of what you think things will cost based on your past experience. Weigh the rough costs against the estimated response to ensure the campaign will be profitable. As planning progresses ask your suppliers for quotes to firm up the budget. Don't hesitate to consult with your suppliers for their feedback. They're experts in their field and can offer great ideas and tips on how to make your budget go farther.

## ❑ Launch the campaign

Double-check your campaign materials and support as the work progresses. On the day your customer communications begin check the deployment to ensure everything is going as planned.

## ❑ Measure your success

Capture response to your campaign from the start. Make any adjustments as necessary and where possible. Follow-up with your campaign team to share results and explore what worked well and what could be improved. Follow-up with customers too, to find out how the campaign went for them. What you learn will help make your next campaign more effective.



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