

How to Create a Marketing Campaign?



Planning your marketing campaign

Distributing your marketing campaign

Converting customers through your marketing campaign

Assesing your marketing campaign

Step 1

- 1 What's the purpose and goal of your campaign?
- 2 How will you measure your campaign?
- 3 Who are you targeting?
What's the concept of your campaign?
- 4 Who and how will you create your marketing?

Step 2

- 5 How will you reach your audience?
- 6 How and when will you publish? (Timeline and action plan)

Step 3

- 7 How will your marketing drive the desired action? (Calls-to-action, landing pages, lead forms)
- 8 What metrics can you monitor?

Step 4

- 9 How will you know if your campaign worked?
- 10 What will you do with the campaign data?

Advertising Campaign Strategy

Lingsheng Yao



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