

The Seven Steps to Guaranteed Campaign Success

Marketers are challenged to maximise their budget's impact, build awareness, drive lead generation, and help grow the business.

DemandGen has developed a proven campaign development and management approach that maximises the impact of your B2B digital marketing campaigns.

Follow these **seven steps** and see the difference across all your campaigns.



STEP 1

Clearly Define and Understand your Audience



Define your audience by role, company size, and industry sector, for example, as precisely as possible. This will help you craft persona-based messaging and content that precisely showcases how you are uniquely qualified to meet their needs.

Leverage deep market insights to understand your target audience's compelling needs, pain points, and challenges, which will centre around:



Reducing costs



Increasing revenues



Reducing risks



Developing new offerings

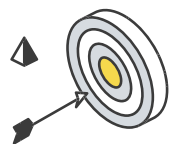
Build relationships with individuals in your target audience to understand how they purchase products and services, their selection criteria, and the decision-making process.

Use this insight to develop your campaign content.



STEP 2

Set Practical Objectives



Clearly define success based on other campaigns, your target audience size, typical conversion rates, the number of touchpoints, etc.

A good set of objectives will help you define the number and type of campaigns you need. Consider several smaller, carefully targeted, sequenced campaigns rather than a single broad campaign that attempts to achieve too much.

STEP 3

Source Current Marketing Data



Utilise accurate, current, and relevant data, whether it's email addresses, LinkedIn profiles, industry sector data, market analytics, or website analytics - the list is almost endless.

In addition to informing you who to target and how, it can provide key insights into the dynamics of your target market, including which personas and sectors have problems you can solve right now.

This insight can make all the difference between a good campaign and an outstanding one.

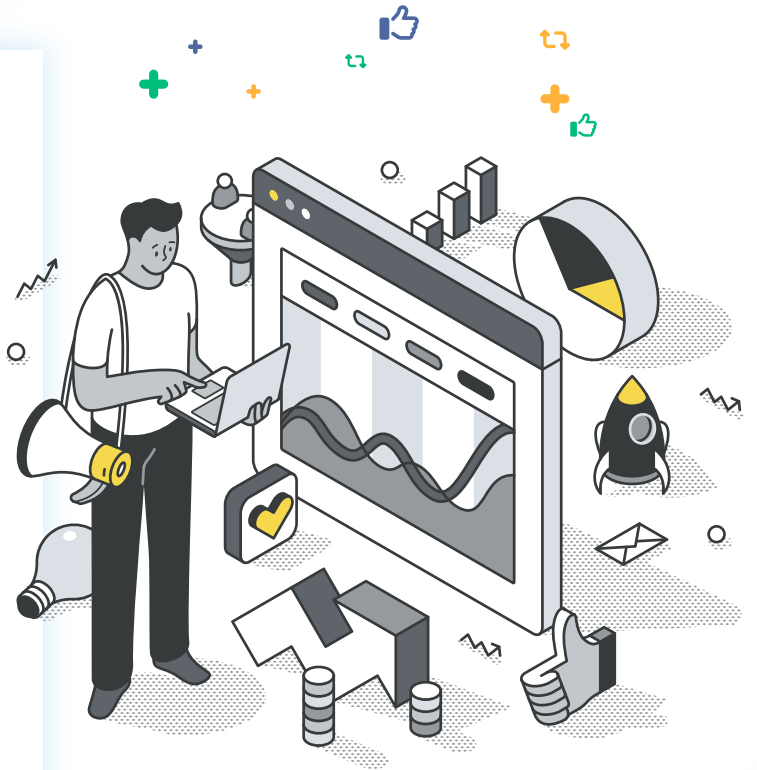


STEP 4

Create Compelling and Relevant Propositions

With a good understanding of who to target, focus on creating a compelling proposition that meets the target audience's needs.

Avoid generic product propositions, and leverage deep persona insights to show how you can solve your target's business problems based on how they make their decisions and how they buy.



STEP 5

Develop Creative and Engaging Messaging



By now, you will have a good understanding of your target audience, so how do you best motivate them?

Make it arresting, inspiring, and relevant. Use your deep understanding of your personas to utilise 'Fear, Uncertainty & Doubt' (FUD) and 'Fear Of Missing Out (FOMO) to inspire action. Keep in mind that creating an email campaign differs from crafting one for social media. Exploit the unique capabilities of your target channels.



STEP 6

Use Analytics Throughout Your Campaigns



Use data analytics at all stages of your campaigns, from development to execution and review. It will help you better understand how to optimise your campaigns as issues like budget, sales capacity, fulfilment, and other issues shape how you go to market.

STEP 7

Execute and Optimise



Focus on executing well throughout the campaign, aiming to consistently optimise your campaigns as your audience engage with you through multiple touch points. Ensure you have effective nurture programmes, as well as sales hand offs, to close any gap between marketing and sales.

How DemandGen Can Help You

DemandGen has unrivaled experience developing and executing integrated B2B digital marketing campaigns across social media, webinars, SEO, paid search, and more. We've worked with large start-ups and established corporations, including IBM and Tata.

We act as an extension of your team.

We can take practical ownership of your campaigns to maximise their impact.



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