

September 2015 Webinar: Nurture Your Herd With Campaigns



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What we'll be covering:



- The fundamentals
- Types of campaigns
- How to be “the business that comes to mind”
- Enticing your herd
- Structure & time your campaigns
- Generate & utilize **positive** reviews
- Track & measure your success

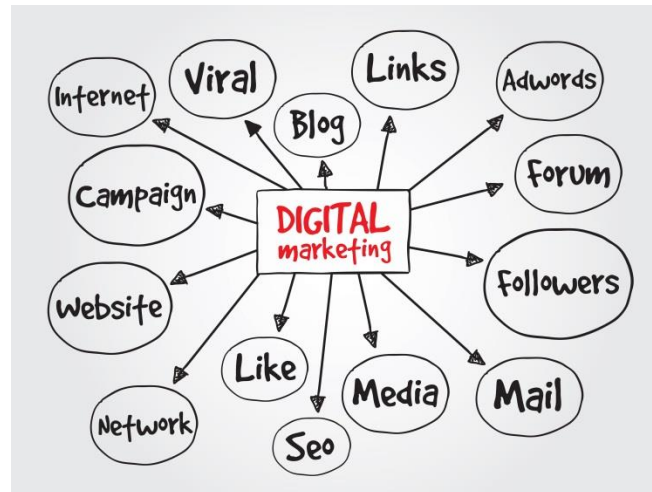




The Fundamentals



- What are marketing campaigns?
 - ✦ A marketing campaign is a **coordinated series of steps** designed to promote a product, service or business. **Promotion is done through different mediums** (television, radio, print, online) using a variety of different types of advertisements.
 - Not stand alone actions
 - Should be supported across multiple platforms





Campaign Types



- Pay Per Click
- Advertising
- Weekly Emails
- Print Newsletter
- Social Media
- Follow-Up Campaigns





The Business That Comes to Mind



- Remind your audience who you are
- Guest blog
- Be present in the community
- Take advantage of any media opportunities
- Do a GREAT job!





Entice Your Herd



- Offer something of value
- Speak to the audience, not *at* the audience
- Personality matters
- When writing, be:
 - Introspective
 - Honest
 - Have a Strategy





Structure Your Campaigns



- Your Target Audience
- The Right Contacts
- Delivery Method
- Define Value
- The Call To Action
- Follow Up





Timing Your Campaigns



- Follow Up Sequence:
 - Thank You Email
 - One Week After
 - Two Weeks After
 - Three Weeks After
 - Four Weeks After





Reviews



- Reviews provide social proof
- Ask when you have a happy customer
- Do not ask multiple people at once
- Always respond, and always respond kindly
- Bolster your campaigns with testimonials and reviews





Track & Measure



- What to track and why
- Where to track
- Defining conversions/successes
- ROI is only as meaningful as you make it!





Questions?

