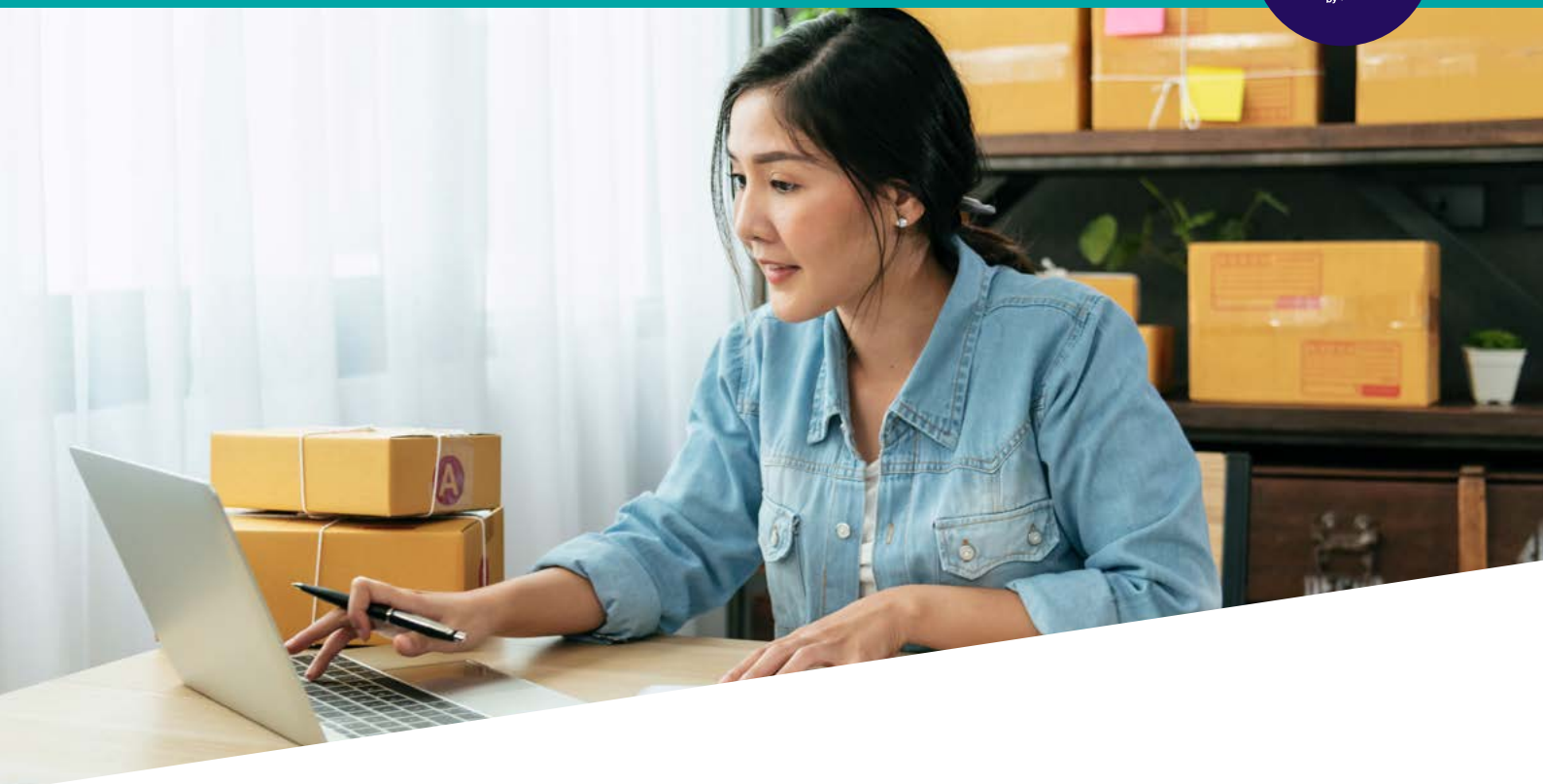


Campaign Planning Checklist

This handy checklist has been put together by our in-house Marketing team to help you plan and launch your marketing campaigns



PREPARATION

To find your starting point you need to identify what is driving the need for your campaign.

- Write down the objective you are trying to achieve with your campaign (make sure your objective is clear and 'single minded')
- Be clear on how you will measure the success of your campaign against your objective

Here are a few examples:

OBJECTIVE	MEASURE
Awareness	Reach e.g. impressions
Obtaining contacts	Goal for number of contacts collected
Driving sales	Uplift figure for number of sales
Driving event or webinar attendance	Number of attendees
Launching a new product or content piece	Content interaction



PLANNING

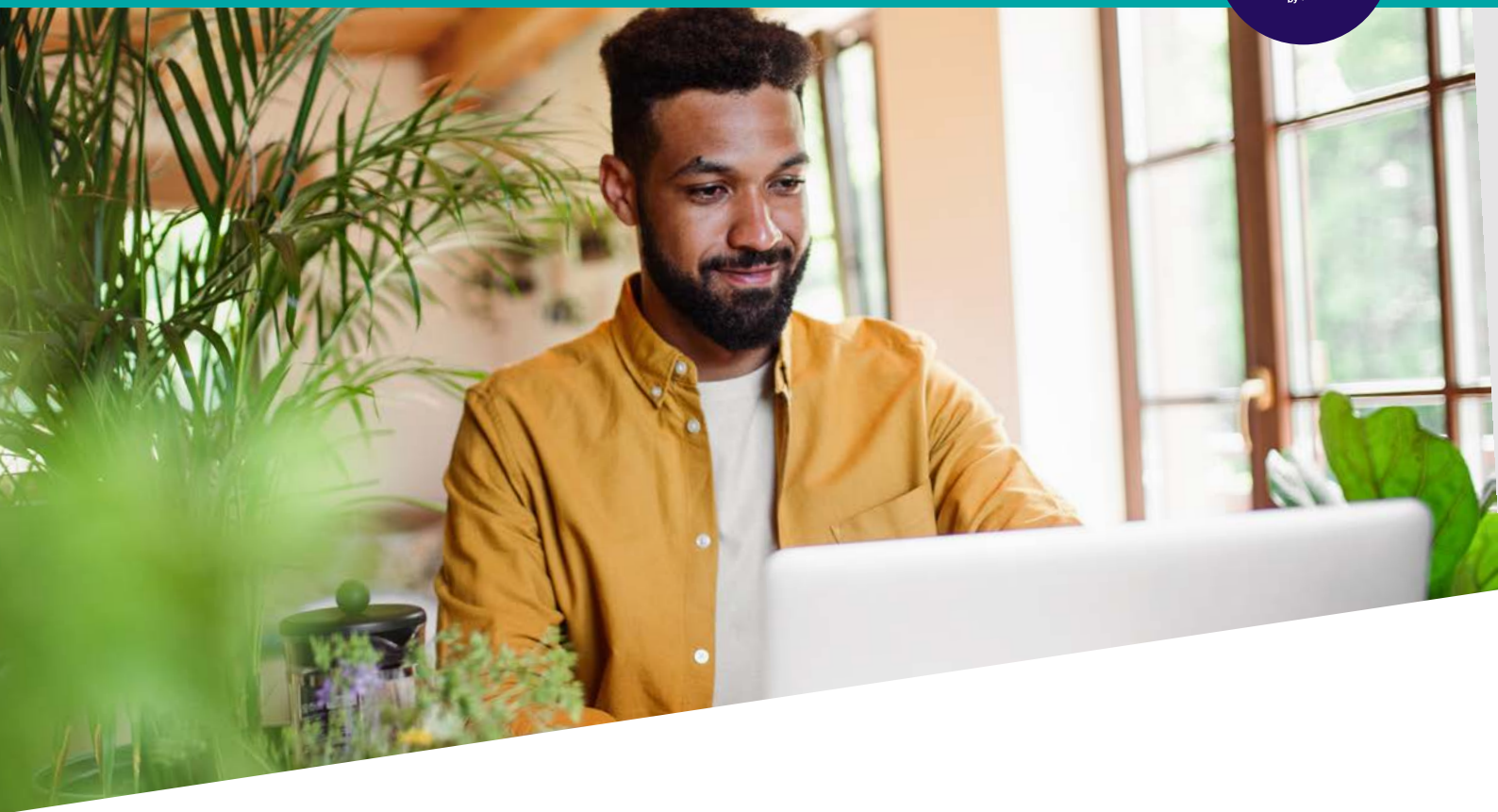
No two campaigns are exactly the same but the way to plan them can be regardless of the size of the campaign.

Most campaigns can take longer to plan and build than the length of time they actually run for so the background planning is the key to success.

The Nominet marketing team use a four stage process:

1. ARCHITECTURE

- **Set your goal in line with your objective**
- **Set your budget** - You might be looking at this from lifetime value or cost for contact acquisition, but never spend more than you hope to achieve back
- **Know your audience** - You need to understand their behaviours or personas so you can target them with the right message at the right time through the right medium. There are a number of ways to get to know more about your audience, for example: persona research, desk research and reviewing previous campaigns
- **Scoping document** - Develop a top-level scoping document or brief this gives you a reference point as you move forwards and can be used to brief others who you may need support from to deliver the campaign



2. VALIDATION

- **Carry out a content audit** - Understand what you already have that could be re-purposed and also what it is that you might need to create so you can build in time to create it
- **It takes seven touch points before someone will recognise and act upon your call to action - these touches can take many forms:**
 1. Seeing an ad (physically or digitally)
 2. Seeing your logo or brand presence
 3. Social posts
 4. E-newsletter
 5. Direct comms
 6. Sales call
 7. Events
- **Map the customer journey through the campaign (this can be top level at this stage)**
There is a useful free mindmap tool called [miro](#) that you might like to try
- **Refine approach and assess opportunity vs. budget**
- **Share campaign planning with all relevant stakeholders needed to support and deliver your campaign**
- **Be clear on how you will report on your campaign success**



3. CREATIVE

- **If you don't have an in-house team then you may need to consider an external freelancer or marketing agency** (not all campaigns require a big bang creative and some could be more content led – it's all about what you are trying to achieve)
- **Copywriting and content development** - This is driven by what you know about your audience and what you want them to take away from it and do but good content is key for the engagement. You may need to consider external freelance writers or tapping into 3rd party content.
- **Size and scale** - Depending on the size of your campaign you may want to do some internal comms to amplify your campaign
- **Stakeholders** - Keep all stakeholders engaged and present back to them



4. LAUNCH AND EVALUATE

- **Go live against your plan**

What approach will you take to roll out your campaign?

- All in one go
- Phased
- Test and learn

- **Keep regular review sessions and keep optimising, it's ok to make changes to your initial plan**

- **End of campaign report, learnings and evaluation:**

- What did you learn from the campaign in relation to your original objectives?
- How did it perform against the measures of success you set out to achieve?
- What would you change and what would you do again?



Please feel free to [get in touch](#)
with The UK Domain by the
Nominet Marketing Team