

DIGITAL STRATEGY GUIDE

9

Steps to an INTEGRATED MARKETING & ADVERTISING CAMPAIGN



NETBASE

A well-thought-through marketing campaign is like a well-directed orchestra. Consisting of several tactics coming together effortlessly, it can create high levels of positive sentiment and passion and ultimately achieve what every marketing leader strives for: quantifiable results.

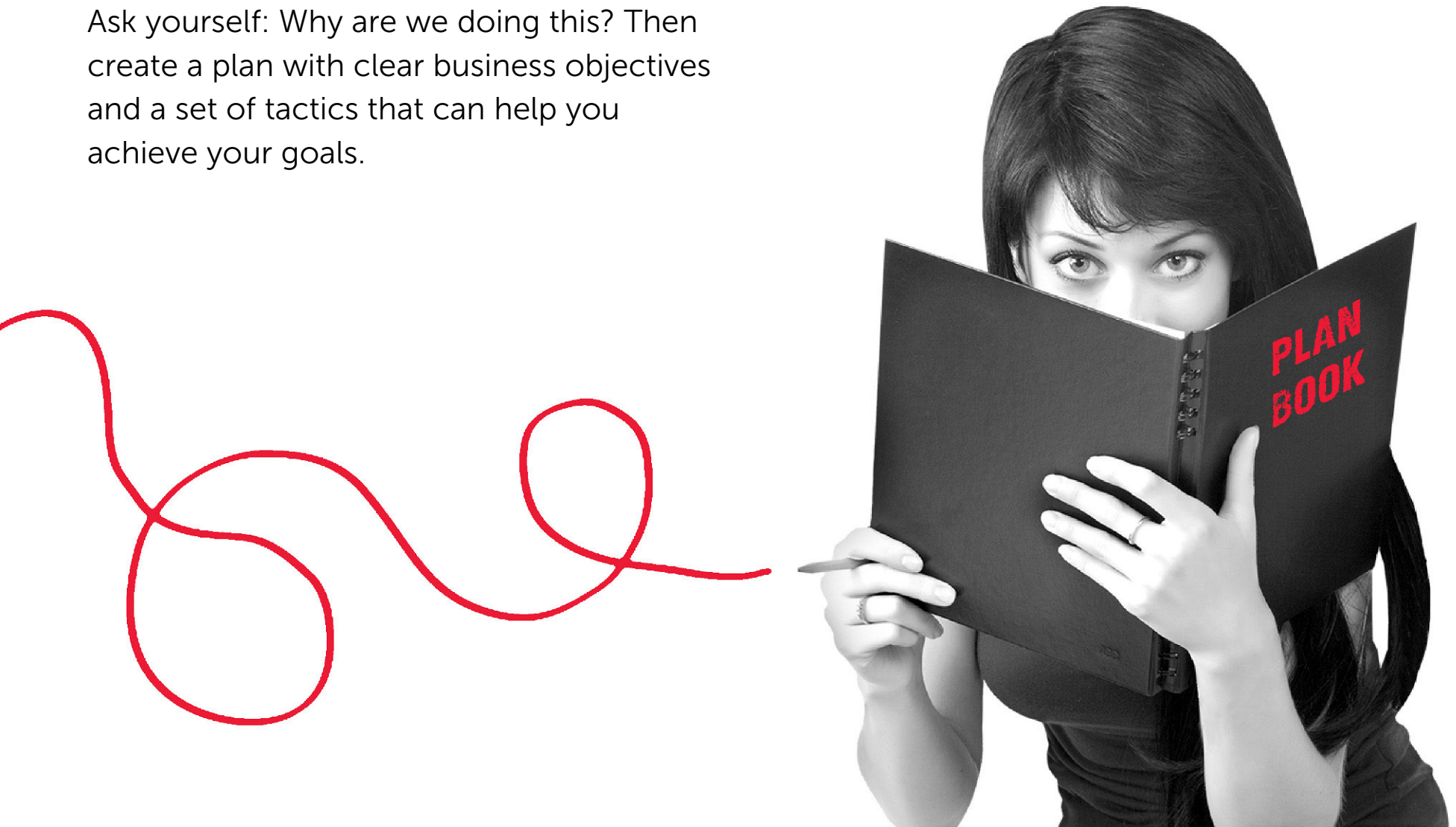
As an experienced marketer, you know that the best campaigns don't produce results by magic. A clear understanding of your consumers and a strategy that combines elements of paid, owned and earned media to reach your potential customers can help you achieve your goals.



HERE ARE 9 THINGS
TO CONSIDER
AS YOU'RE PUTTING
TOGETHER YOUR
CAMPAIGN STRATEGY...

1. What's Your Plan?

In most cases, lack of structure is the main reason integrated marketing campaigns fail. Ask yourself: Why are we doing this? Then create a plan with clear business objectives and a set of tactics that can help you achieve your goals.



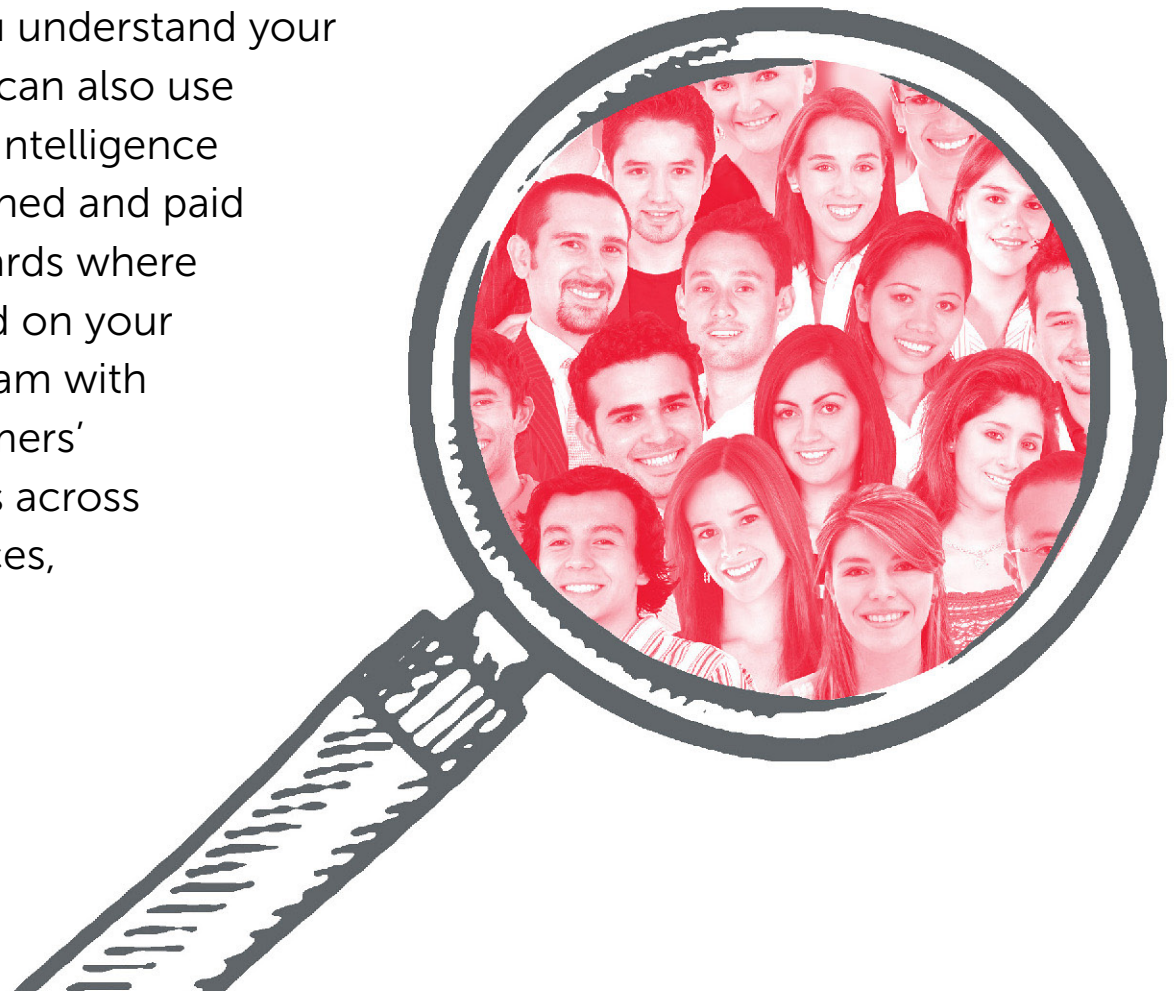
2. What Does Success Look Like to You?

What are the outcomes of this campaign that you're hoping to achieve? Are you looking for qualified leads? Increase of traffic to your website? Twenty point lift in brand awareness? Outlining what success looks like to you and the metrics that help validate that success will help you hit your mark.



2. Who Is Your Target Audience?

You can use surveys or focus groups to analyze your audience. Those give you a limited view, though, and are often expensive. First thing is to understand your customers. Getting on the phone with them or meeting them in person helps you understand your buyers and decision-makers. You can also use a Social Media Analytics or Social Intelligence solution to pull online owned, earned and paid media conversations into dashboards where you can slice and dice them based on your needs. This arms your research team with tools to accurately analyze customers' emotional and behavioral patterns across hundreds of millions of data sources, languages and cultures.



4. Where Do They Hang Out?

If your business is marketing maternity clothes, you might want to target pregnancy websites and forums; if you're releasing an aftershave that's targeting athletic men between the ages of 18 and 26, you might want to go to online dating sites. That's why having a strategy and plan is important. Once you outline the domains and social media sites you want to target, you can start listening to your target audience's conversations to outline a plan to approach them.



5. Who Are Your Influencers?

Every company has influencers who can affect their business. They may be bloggers with hundreds of thousands of followers. They're on Twitter and Facebook, using social networking sites to build their brand and sell their services or simply express their opinion. Your marketing team should have a list of these influencers that they can reach out to before the campaign to see if they can help advocate and build brand exposure to sell more products. If you're releasing something that could have a negative backlash, you might want to run it by them beforehand to mitigate risk.



6. How Important is Accuracy to Your Analysis?

Accuracy is important if you're making decisions based on a set of data. Social media content that you'd use for your analysis comes with junk—advertising, spam, porn, duplicates and other misleading data. Does the Social Media Analytics vendor use machine learning, natural language processing or text analytics? Some vendors are better known for accuracy than others.

Also, if a vendor tells you they get bigger coverage than anyone else, you might want to look closer. Before believing the numbers, demand answers to critical data questions. A dirty little secret of Social Media Analytics is that poor attention to quality creates the illusion of better coverage because the number of posts and sources read goes up.

And finally, what sort of language support does the product offer? If you're a global company, being able to analyze international languages accurately can become an essential part of your business strategy.



7. How Well Do You Position?

Messaging is subjective. But there is a method to creating good messaging. It comes first from a clear understanding of your customer. Who are your buyers and influencers? It also comes from knowing who you are as a brand and what you stand for. And finally it comes from analyzing your competitors. How does your product differentiate itself? How does your brand differentiate itself? You can't really differentiate yourself or create effective messaging if you don't know your competition.



8. Do You Monitor So You Can React in Real Time?

Once you kick off your campaign, you need to monitor, monitor, monitor. You can use a Social Intelligence solution to accurately monitor keywords related to your campaign and observe what sort of sentiment lift your brand or campaign is experiencing, and what the emerging themes and conversations are. Set up notifications to detect any unusual changes, allowing the executive team to make educated decisions in real time. You can even implement a Social Media Command Center to increase collaboration and speed of decision-making. If you see emerging themes in conversations, you can react in real time to crises and opportunities. You can tweak messaging, create content on-the-fly, or find new audiences to target. Using engagement tools with workflow and approval processes, queuing, and ticketing systems, you can even involve all your employees in engaging with customers across social media sites.



Learn more by reading:
"7 Reasons You Need a Social Command Center and 5 Steps to Launch One"

9. Measure Overall Campaign Impact. Then Improve.

It's no secret that CEOs are expecting more quantifiable results and ROI from their CMO or VP of Marketing. By the time your campaign is done, you should have a set of metrics to share with the executive team. What you measure depends on your initial strategy (see step #2). If the goal was to get more qualified leads, you'd have to use metrics from marketing and sales CRM systems to measure results. Using a Social Intelligence solution you can measure overall impact of campaign vs. category or historical benchmarks. You can triangulate paid and owned drivers of earned media and finally examine conversations to reveal deep insights into consumer emotions and behaviors.

However you choose to measure, it's important that you identify areas for campaign improvement based on feedback. This enables you to identify opportunities to address new target consumers and improve your strategy.



And Finally...

Having a solid digital marketing strategy in place for your campaigns helps you achieve your business objectives. If you like this topic and would like to read more, check out ***“How Social Brands Manage and Track Integrated Marketing and Advertising Campaigns: A Case Study.”*** And if you need more information, send us an [email](#) or a note via [Twitter](#) or [Facebook](#) and we’d be happy to help.



DOWNLOAD THE CASE STUDY





NetBase delivers the social intelligence that global enterprises use to monitor, understand, and engage with customers in real time. Using a high-precision natural language processing (NLP) engine combined with text analytics and machine learning, our platform processes billions of social media posts to extract structured insights delivered via customizable dashboards. Our solutions enable digital marketing, public relations, market research, customer service, sales, and product innovation leaders to craft winning strategies faster. Clients include Coca-Cola, Kraft, Taco Bell, ESPN, and J.D. Power & Associates. NetBase powers the weekly Sentiment Tracker in the Wall Street Journal and our solutions are sold globally by SAP AG.

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