Deloitte.
Digital

CREATING A DIGITAL MARKETING CAMPAIGN
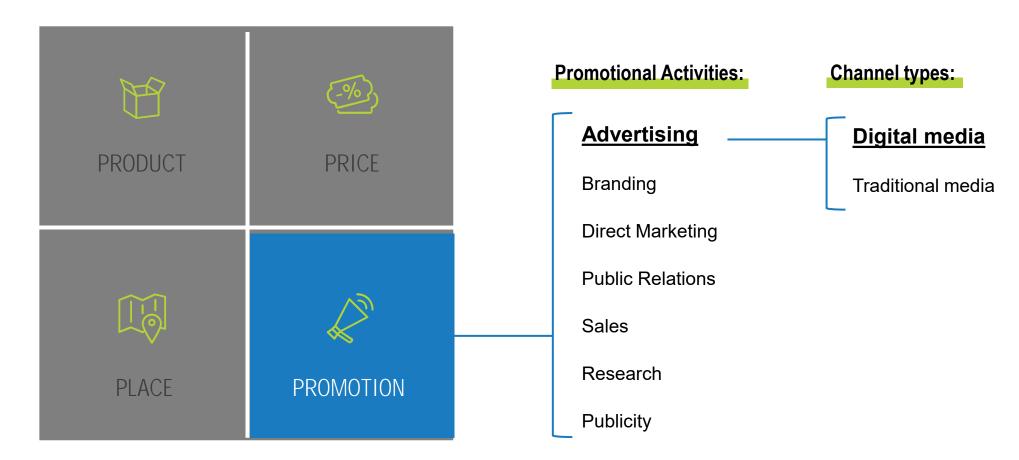
CREATING A DIGITAL MARKETING CAMPAIGN

1 | Steps to build your marketing strategy and campaign

2 | Selecting your channel mix

3 | Channel spotlight: Paid search, display, email, and social

4 | Campaign measurement

5 | Do's and Don'ts of campaign management

MARKETING 101

Marketing is a broad topic. Within marketing there are wide range of focus areas and ways to approach it.

Today, we're only going to focus on the promotional elements of marketing, in particular, how to build a digital marketing campaign. Within that we will focus specifically on building a campaign across digital marketing channels.

PRODUCT	PRICE
PLACE	PROMOTION

Promotional Activities:

Advertising

Branding

Direct Marketing

Public Relations

Sales

Research

Publicity

Channel types:

Digital media

Traditional media

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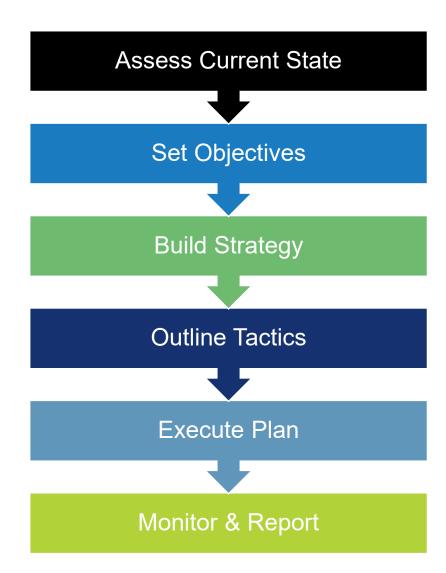# HOW TO CREATE A DIGITAL MARKETING CAMPAIGN

A STRUCTURED APPROACH

A successful marketing campaign starts with a clear purpose and a relevant business need.

This need will drive your overall strategy and chosen tactics and is something you will use as a guidepost and refer back to throughout your campaign development and execution.

Once your campaign ends, you will measure your success against the original plan and objectives using a key set of metrics, so having a structured approach to tracking and measurement is also essential.

"Instead of one-way interruption, digital marketing is about delivering useful content at just the right moment that a buyer needs it."

—

David Meerman Scott, Keynote Speaker & Author

Assess Current State

Set Objectives

Build Strategy

Outline Tactics

Execute Plan

Monitor & Report

4

BUILDING A CAMPAIGN

VISION & OBJECTIVES

Assess Current State
"Where are we now?"

➡️

Set Objectives
"Where do we want to be?"

➡️

PURPOSE

To gather all the intel you need to make informed decisions about your business and marketing strategy

KEY ACTIVITIES:

- ❑ Review current business performance, including:
    - Sales, venue membership, coaching sessions, bookings, court utilisation etc.
- ❑ Use the LTA national mapping tool to understand your catchment and perform competitor analysis. Use research and statistics that may help anchor your goals (i.e. other venues have seen membership growth/decline of X%)
- ❑ Aggregate reporting from previous performance (website status, campaign results, etc.)
    - Engagement metrics *(likes, email open rate, etc.)*
    - Customer sentiment *(reviews, feedback, return rate)*
    - Digital performance *(site bounce rate, time to convert)*

PURPOSE

To determine how your marketing can help fulfil business needs. For example,
- Are you trying to **acquire** new members?
- Are you trying to **convert** members already in your pipeline?
- Are you trying to **keep** current members?
- Are you trying to **win back** former members?

Objectives should:
- Set clear direction and answer the question of where you want to go
- Be inspiring
- Not contain a number
- Be SMART

Image: https://ghcc.org/en/   5

BUILDING A CAMPAIGN

STRATEGY & TACTICS

Build Strategy	Outline Tactics
"What routes can we take to get there?"	"What specific steps can we take to achieve our objective?"

PURPOSE

Build a high-level overview of your plan to achieve your stated objectives. What does success look like and what are the key results?

PURPOSE

Outline a specific and detailed approach to achieving your marketing goals. What key levers will you use to reach your target audience?

WHO
are you trying to reach?

- ❑ Gather insights on your members (demographics, location, interests)
- ❑ Identify your target audience using LTA profiles (Tennis Titans, Seasonal Spinners, Wimbledon Warriors, etc.)

WHAT
are the reasons to believe?

- ❑ How are you positioned in the market - how do you compare to competitors?
- ❑ What is your unique value proposition / offering (e.g. price, convenience, experience, skill, etc.)

HOW
will you execute strategy?

- ❑ Select your channel mix
  - • What are the best channels on which to focus – consider your objectives, performance targets and budget)
- ❑ Define your communication strategy
  - • What type of content resonates with your audience
  - • Differentiation strategy – how will your messaging and content change per channel
  - • Positioning – what is the key messaging you want to convey / what do you want potential members to take away

WHERE & WHEN
can you reach your target audience?

- ❑ Identify media behaviours and channels that are most utilised by your audience – use the six tennis profiles for research
- ❑ What timing is most appropriate for your audience (seasonal, daily)

Acquisition	Conversion	Retention & Loyalty
• Search • Display • Social	• Social • Direct Sales • Email	• Email / CRM • Direct • Loyalty & Rewards

BUILDING A CAMPAIGN

IMPLEMENT & MEASURE

Execute Plan	Monitor & Report	
""Who / what actions are needed to support delivery?"	"Did we accomplish our goal?"	"What we can we learn to help us improve next time?"

PURPOSE

Outline the activities, people and capabilities needed to implement each of your tactics and deliver against your goals and objectives

- ❑ **Assets** – use My Tennis Toolkit for creative assets and content readily available to create personalised marketing materials to promote your venue

- ❑ **People** – decide who will be needed to support delivery of creative development, media planning, campaign measurement, etc.

- ❑ **Processes** – what decision points or workflow needs to be set to accommodate delivery (creative approvals, reporting insights)

- ❑ **Tools & Technology** – what documents, platforms or software might be necessary to support implementation
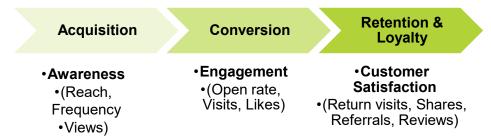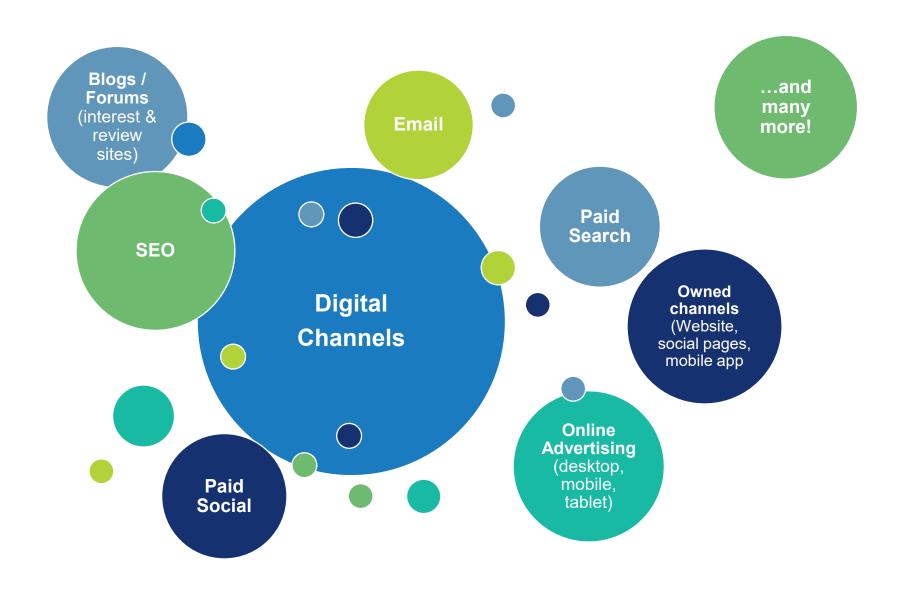
PURPOSE

Determine your plan to track and measure success against your objectives

- ❑ What are your KPIs (Key performance indicators)?
- ❑ How are you planning to track and measure them?
  - e.g. Web analytics, URL tagging, customer satisfaction surveys, frequency of reporting, usability testing)
- ❑ What processes are in place for monitoring and optimisation?
  - Who owns this and what frequency / cadence will you follow
- ❑ How can you link your marketing activities to attribute ROI?
- ❑ What key insights can you gather to capitalise on any successes
  - e.g. use lookalike targeting to find people that resemble your best converting members
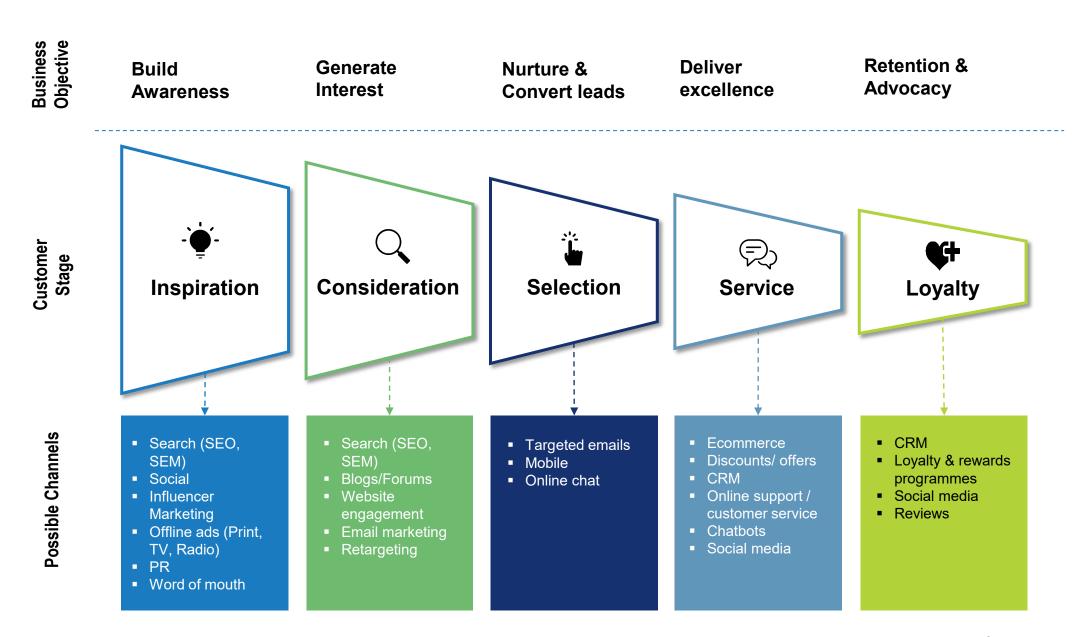
Acquisition → **Conversion** → **Retention & Loyalty**

- •**Awareness**
  - •(Reach, Frequency
  - •Views)
- •**Engagement**
  - •(Open rate, Visits, Likes)
- •**Customer Satisfaction**
  - •(Return visits, Shares, Referrals, Reviews)

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SELECTING YOUR CHANNEL MIX

WHAT ARE THE DIGITAL CHANNELS AVAILABLE?

Blogs / Forums (interest & review sites)

Email

...and many more!

SEO

Paid Search

Digital Channels

Owned channels (Website, social pages, mobile app

Paid Social

Online Advertising (desktop, mobile, tablet)

SELECTING YOUR CHANNEL MIX

IT COMES BACK TO BUSINESS OBJECTIVES AND THE CUSTOMER JOURNEY

Business Objective

Build Awareness	Generate Interest	Nurture & Convert leads	Deliver excellence	Retention & Advocacy

Customer Stage

Inspiration	Consideration	Selection	Service	Loyalty

Possible Channels

▪ Search (SEO, SEM) ▪ Social ▪ Influencer Marketing ▪ Offline ads (Print, TV, Radio) ▪ PR ▪ Word of mouth	▪ Search (SEO, SEM) ▪ Blogs/Forums ▪ Website engagement ▪ Email marketing ▪ Retargeting	▪ Targeted emails ▪ Mobile ▪ Online chat	▪ Ecommerce ▪ Discounts/ offers ▪ CRM ▪ Online support / customer service ▪ Chatbots ▪ Social media	▪ CRM ▪ Loyalty & rewards programmes ▪ Social media ▪ Reviews

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CHANNEL SPOTLIGHT: PAID SEARCH

PAID SEARCH DEFINED

"Paid search marketing affords businesses the opportunity to advertise within the sponsored listings of a search engine or a partner site by paying either each time their ad is clicked (pay per click) or less commonly, when their ad is displayed (CPM or cost per thousand)." -
eConsultancy

74% of customers use a search engine during the consideration and purchasing phase of their journey

60% of smartphone users have contacted a business directly using the search results (e.g. "click to call option)
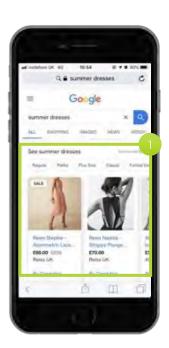
WHAT DOES THIS LOOK LIKE?

1 Paid Product Listing Ads

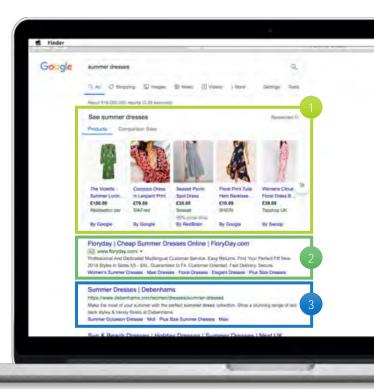These results are paid product ads which show up in the Google shopping results.

2 Paid Ads

Text ads can appear above or/and below the search results

3 Organic Search Results

These links will appear under the ads

*Bluecorona, 2019   **Wordstream, 2019

CHANNEL SPOTLIGHT: PAID SEARCH

Keywords

Research keywords that you want to appear for (keyword analysis or refer to brand/product keyword list if available). Include exact match and broad match terms.

Audience

Ensure your audience is **defined and specific**. Use customer research data to determine initial audience characteristics.

Headline

Create a descriptive headline that communicates the campaign message, to encourage the searcher to read more. Include a call-to-action.

Bid

Set a bid strategy that **matches campaign objectives** (e.g. CPM to optimise for awareness, CPA for conversions or CPC for clicks to a landing page).

Sitelinks

Include sitelinks to drive traffic to desired landing pages. Links should be closely related to the advert messaging.

BENEFITS

1. **Gain brand visibility and awareness** by bidding on terms that are more difficult to gain organically

2. **Outrank competition** by selecting and appearing against terms relevant to competitors

3. **Increase web traffic & consideration** by using effective calls to action encouraging people to click

4. **Showcase events and new content** by advertising against event-related and promotional searches

Google

bing

YAHOO!
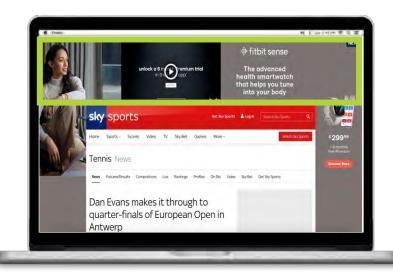
CHANNEL SPOTLIGHT: ONLINE ADVERTISING

ONLINE ADVERTISING DEFINED

"Display advertising is a form of online advertising where an advertiser's message is shown on a destination web page, generally set off in a box at the top or bottom or to one side of the content of the page." *– IAB (Internet Advertising Bureau)*
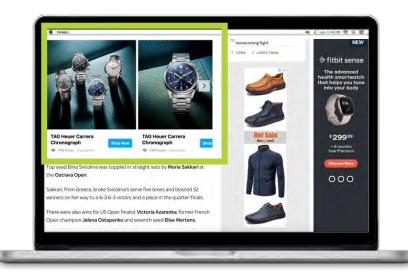
90% of Internet users worldwide that can be reached by the Google Display Network

95% of marketers say video has helped increase use understanding of their product or service

WHAT DOES IT LOOK LIKE?

Large static/animated/video banners (ideal for awareness campaigns)

Standard static/animated/video banners (ideal for campaigns focused on direct response/conversion)

Mobile Web Banners

CHANNEL SPOTLIGHT: ONLINE ADVERTISING

USE CASES FOR ONLINE ADVERTISING

To target audiences in the right place and time based on data and insights

To reach audience at scale across a wide range of publishers and sites

To maximise budget and control for efficiency and other parameters

To retarget customers who have previously shown interest

To deliver personalised or dynamic creative

BENEFITS

1. Timely and relevant placements

2. Clear measurement and automatic optimisation

3. Control over impressions, cost, and quality (including viewability, frequency cap, etc.)

4. Detailed consumer insights for 1-2-1 conversations

5. Extensive reach across the internet for prospecting and re-targeting strategies

KEY PLATFORMS & TOOLS
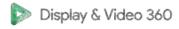
Google Marketing Platform   Adobe Creative Cloud™

Creative Production/ Management Tool
Used to build rich media display creatives and edit video creatives with trackable interactive features over different elements. Advanced: enables dynamic creative

Google Ad Manager

Ad Server
Allow the trafficking of creative assets so that they can be served across publisher pages, and track interactions such as clicks, impressions, post-click conversions etc.

Display & Video 360

Adobe Advertising Cloud

Demand-Side Platform
Online platform to access, bid and serve placements / ads across various media inventories through open exchanges, and private marketplaces.
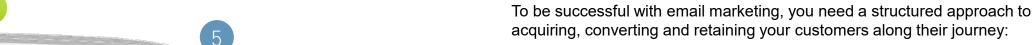
CHANNEL SPOTLIGHT: EMAIL MARKETING

EMAIL MARKETING DEFINED

"Email marketing is a form of direct marketing that uses email to promote your business's products and services. It can help your reach your prospect or customer base to make them aware of the latest news or offers, educate your audience on the value of your brand, or keep them engaged between purchases." - *MailChimp*

A series of three emails performs better than a single email: 90% more orders for welcome emails and 75% more for customer reactivation.

Companies that A/B test every email see returns that are 37% higher than those of brands that never include A/B tests.

To be successful with email marketing, you need a structured approach to acquiring, converting and retaining your customers along their journey:

1. **Customer acquisition email** – usually incentivised to 'Sign up Now"

2. **Welcome journey** – set of emails to onboard your customer, help them become familiar with the brand and keep them engaged

3. **Marketing triggered email** - Personalised content, event invitations, new service offering

4. **Customer triggered email** – based on customer record, behaviours or transactions (birthday, renewal, service post event reviews)

5. **Loyalty email** – reward or incentive to retain the customer or encourage referrals

6. **Retention journey email** – to win back lapsed customers

CHANNEL SPOTLIGHT: PAID SOCIAL

SOCIAL MEDIA DEFINED

"Social media marketing is the action of creating content to promote your business and products on various social media platforms. It's all about meeting your target audience and customers where they are as they socially interact with each other and your brand." - *HubSpot*

PLATFORMS & USE CASES

Platform	Users (Worldwide)	Audience	Best for:
Facebook	1.73b daily active users	GenX and millennials (B2C)	Brand awareness, advertising
Twitter	126m daily active users	Primarily millennials (B2C and B2B)	Public relations, customer service
Instagram	1b monthly active users	Primarily millennials (B2C)	Natural-looking media, behind-the-scenes, and user-generated content; advertising
LinkedIn	675m monthly active users	Baby boomers, GenX, and millennials (B2B)	B2B relationships, business development, and employment marketing
YouTube	2b monthly active users	Millennials, followed by GenZ (B2C)	Brand awareness; entertainment, and how-to videos

74% trust suggestions from "friends" on social media

61% enjoy receiving personalised messages from businesses

56% would rather message than call a business for customer service

MANAGE OWN PAGE

GENERATE INSIGHTS

ENGAGE WITH CUSTOMERS

NURTURE COMMUNITIES & MANAGE REPUTATION

GROW THROUGH AMPLIFICATION

For more on this – stay tuned for our in-depth session on Social Media Marketing!

CAMPAIGN MEASUREMENT

HOW TO TRACK AND MEASURE YOUR MARKETING EFFECTIVENESS AND ROI

1. **Set your Objectives and KPIs**

You can't successfully measure performance without benchmarks and specific metrics to guide you in your planning decisions

2. **Outline measurement activities**

How will you track performance across channels and attribute any sales or other conversions to your marketing campaign? Determine how you can use URLs and other tags to track a customer along their purchase journey

3. **Create a plan for optimisation**

What are your parameters for success, and what is your decision making process for continuing or pausing based on performance metrics?
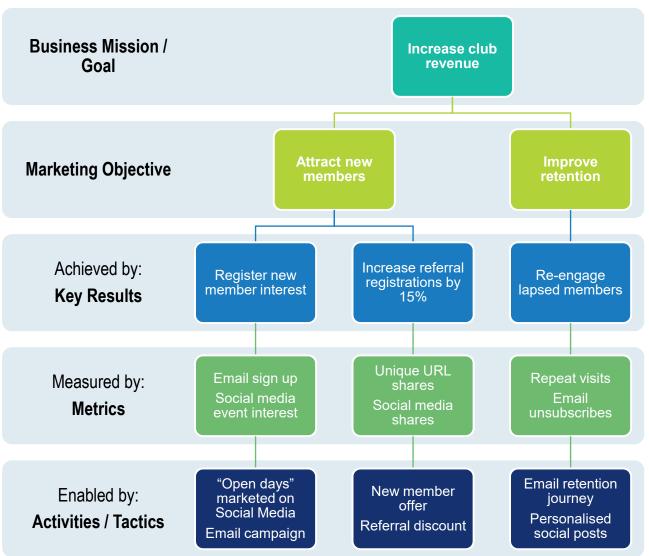
HOW TO SET KPIs

Goals	Objectives	KPIs	Measurement Approach
What are you trying to do with your marketing? These are usually longer-term goals that tie to business objectives	What specific levers are you going to use? Typically shorter-term (i.e. quarterly) and should help contribute towards your main goal	How will you know if you are successful? These should be indicators that help you to track progress towards your objectives	What metrics and tools will you use to measure and report your progress? Set benchmarks and create an plan to monitor performance
e.g. Grow customer base; Improve brand recognition	*e.g. Use social media to reach new demos; Segment email campaigns for each customer segment*	*e.g. In Q1, launch FB campaign & increase new member sign-ups by x%; Re-register lapsed customers*	*e.g. Registrations, Website visits; Cost-per-click (CPC); Email open rate, Video Views*

PLAN ON A PAGE

HOW DO WE BRING THIS ALL TOGETHER

Example Plan

Business Mission / Goal	Increase club revenue
Marketing Objective	Attract new members — Improve retention
Achieved by: Key Results	Register new member interest — Increase referral registrations by 15% — Re-engage lapsed members
Measured by: Metrics	Email sign up / Social media event interest — Unique URL shares / Social media shares — Repeat visits / Email unsubscribes
Enabled by: Activities / Tactics	"Open days" marketed on Social Media / Email campaign — New member offer / Referral discount — Email retention journey / Personalised social posts

Additional Details

Timeline:

Task	Timing
Mock up creative	Date 1
Set up tagging	Date 2
Update website / search copy	Date 3
Launch FB campaign	Date 4
Send email marketing	Date 5
Registration deadline	Date 6
Open day	Date 7
Post event follow up	Date 8

Capabilities:

- People / Teams: *e.g. need 3-4 volunteers to support event and 1-2 to support marketing*
- Process: *e.g. needs sign off / approval from manager*
- Tools: *e.g. use Facebook Ads manager for social posts, Hubspot for email CRM*
- Creative assets: *e.g. Social media creative from My Tennis Toolkit*

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DO'S AND DON'TS

FOR SETTING UP AND RUNNING DIGITAL MARKETING CAMPAIGNS

DO

Your research. Understand your market and competitors – but remember, even if something worked for someone else, it doesn't necessarily mean it's right for you

Gain as much **insight** as possible on your customers before landing on an approach. What can you learn about their demographics, interests, purchasing behaviour?

Remember your objectives & KPIs should be **at the heart** of your marketing decisions

Test and **Learn**. Don't be afraid to try a new approach or activity, just be prepared to analyse results and scale up if it is successful!

Pay attention to **emerging digital trends** (e.g. chatbots, AI) and consumer behaviours (e.g. social commerce) in case they are relevant to your marketing approach

DON'T

…waste your marketing spend by casting too wide a net. Use targeting to find the most relevant audience and make your media spend go further.

…forget there are a ton of online resources available to help you with your campaign planning – from defining your objectives to understanding your reporting and metrics

ADDITIONAL RESOURCES

HELPFUL LINKS TO GET YOU STARTED

LTA Marketing Guides and materials:
https://www.lta.org.uk/workforce-venues/tennis-venue-support/membership-growth-and-retention/membership-growth/

My Tennis Toolkit (includes campaign creative assets):
https://www.lta.org.uk/globalassets/venue/my-tennis-toolkit-usage-guide.pdf

Paid Search
Basics for Paid Search**: https://econsultancy.com/what-paid-search-ppc/**

Online Advertising:
Digital advertising 101: https://99designs.co.uk/blog/marketing-advertising/digital-advertising/

Email Marketing:
Using Customer Journeys: https://www.campaignmonitor.com/resources/guides/customer-journeys/
Crafting the perfect email through the purchase funnel: https://blog.hubspot.com/marketing/email-marketing-buyers-journey

Paid Social: Free training to get you started
Facebook: https://www.facebook.com/business/learn
Instagram**:** https://business.instagram.com/advertising

Measurement :
How to set your Marketing Objectives: https://blog.hubspot.com/marketing/marketing-objectives
Tips for tracking your campaign: https://smdigitalpartners.com/how-to-track-marketing-campaigns-the-top-5-must-haves/
Google Analytics Academy: https://analytics.google.com/analytics/academy/

ANY QUESTIONS?

THANK YOU

Deloitte.
Digital