

Digital Marketing Campaigns

By Diana Baturo



Diana Baturo
Lecturer
Marketing Expert and Researcher

Nice to meet you

Marketing & Sales experience: 12+ years

Specialty: advertising and media planning, content marketing, performance marketing, partnership marketing

Industries: B2B advertising and communication services, gambling and betting business, electronics, education and SaaS



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ISM University of Management and Economics

“THE IMPACT OF VIRTUAL INFLUENCER TYPE AND ITS CREDIBILITY ON BRAND ATTITUDE, PURCHASE INTENTION AND USER ENGAGEMENT”.

Quantitative experimental study of 800+ respondents, 70+ literature sources and conducted research



Agenda

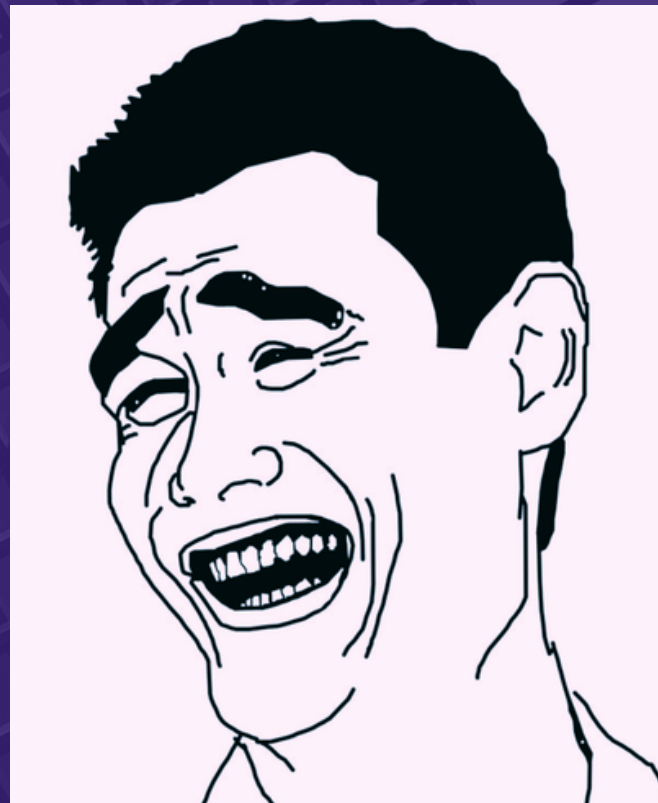
- **Target audience**
- **STP** practice (segmentation-targeting-positioning)
- **SMART methodology** in goals setting
- Marketing campaigns **channels**
- Marketing campaigns **management**

LET'S GO

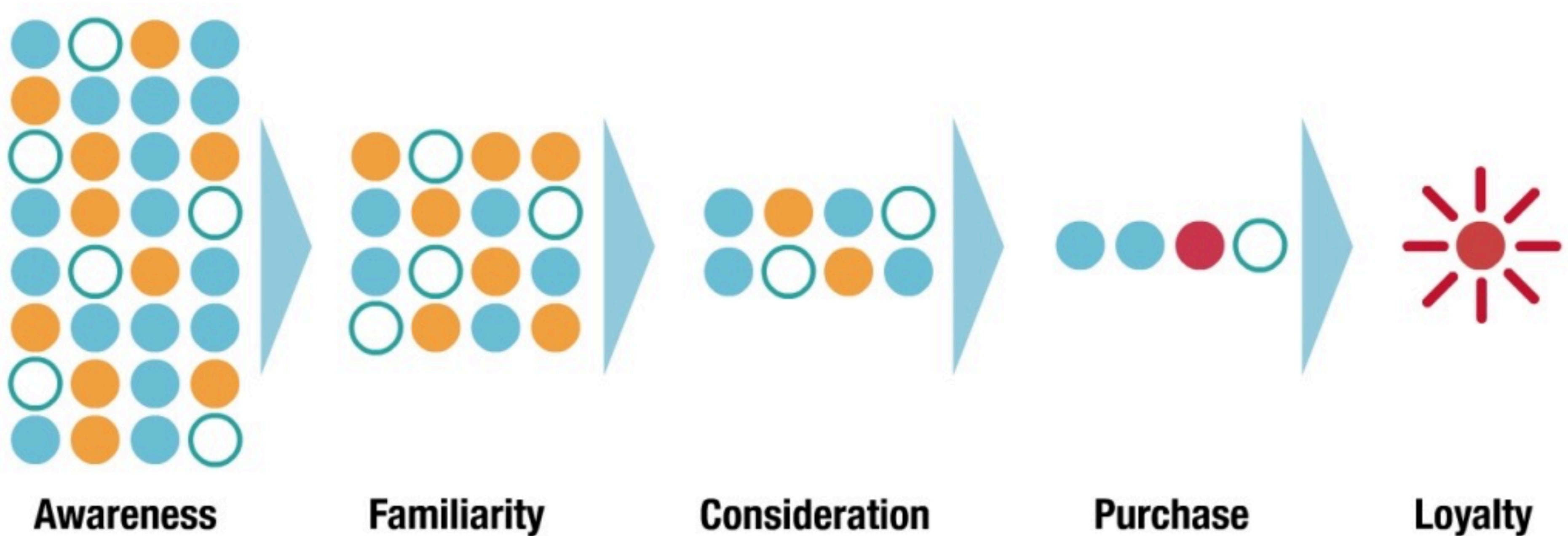
MARKETERS CREATE...

MARKETERS CREATE...

CLIENTS



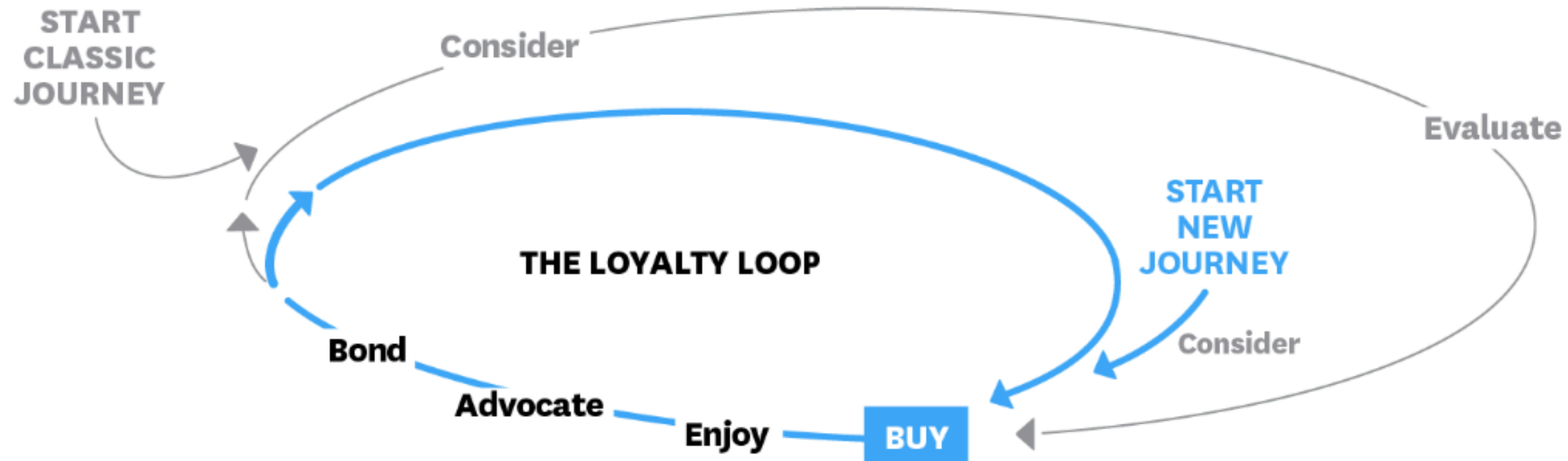
Classic Customer Conversion Funnel



Source: Court, D., Elzinga, D., Mulder, S. Vetvik, O. J. (2009). The consumer decision journey. *McKinsey Quarterly*, 3, pp. 1-11.

New Consumer Decision Journey

Streamlining the Decision Journey



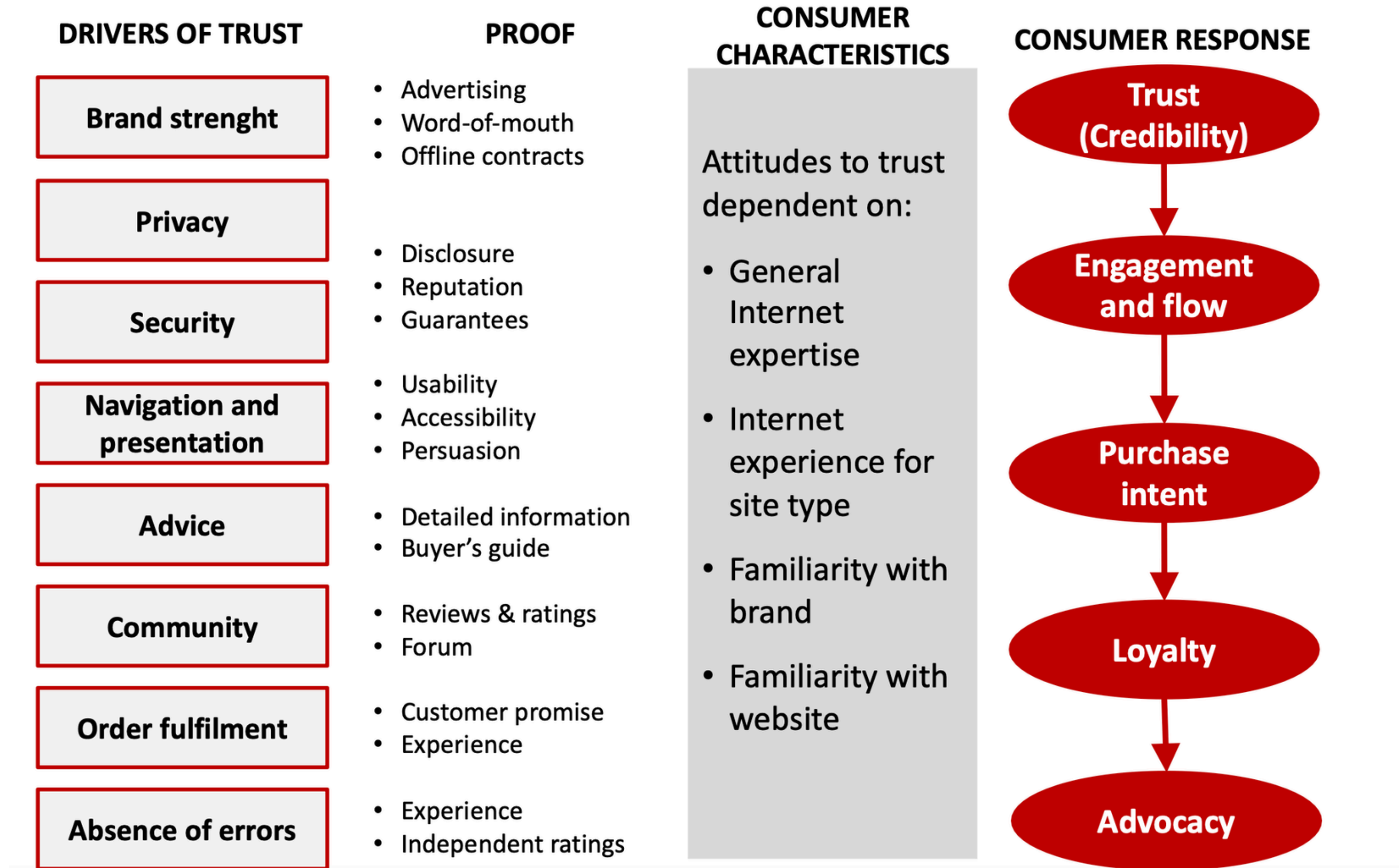
CLASSIC JOURNEY

In the classic journey, consumers engage in an extended consideration and evaluation phase before either entering into the loyalty loop or proceeding into a new round of consideration and evaluation that may lead to the subsequent purchase of a different brand.

NEW JOURNEY

The new journey compresses the consider step and shortens or entirely eliminates the evaluate step, delivering customers directly into the loyalty loop and locking them within it.

Trust-based Model



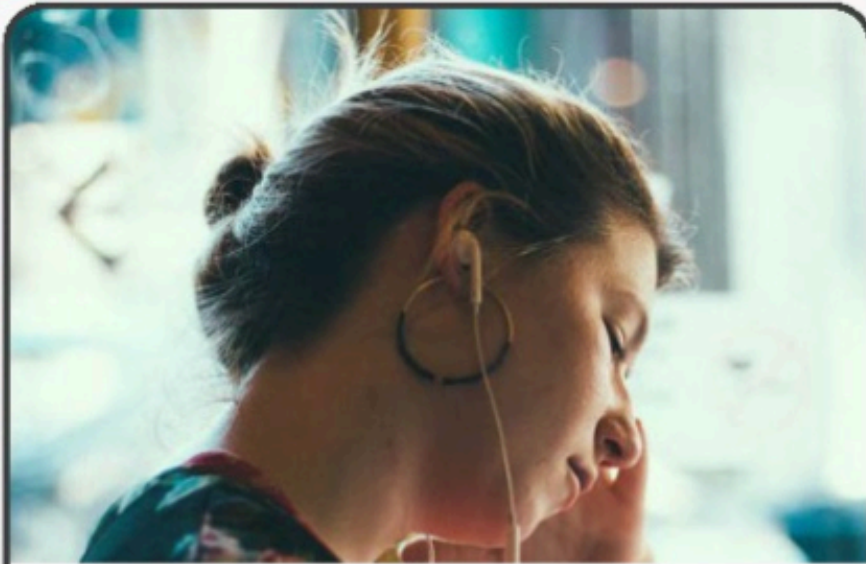
Digital Persona

Target Audience

A **Target Audience (TA)** is a specific group of consumers who are (or are likely to like and apply) your product or service. This is the group that marketing campaigns are aimed at.

Digital Persona - a fictional character created to describe the key characteristics of a specific group of your target audience, such as their motivations, needs, technical skills, and other factors that will influence their interaction with any digital marketing campaign.





Rebecca

Casual audiophile

Age	26
Gender	Female
Occupation	Frontend developer
Marital status	Single
Location	Mountain View
Online locations	Work and mobile
Computer(s)	iPhone and MacBook Pro
Internet usage	8-9 hours



Music is essential to Rebecca's life. She is listening to tunes almost every second of her life, particularly while working.

Obstacles Rebecca faces:

- Too busy to explore new music artists she might like
- Streaming music consumes a lot of data

How will Rebecca interact with Spotify?

Questions Rebecca will ask:

- How do I keep updated on new releases by artists I follow?
- How do I learn of new artists I haven't heard of?
- Can I listen to music in a data-efficient manner?
- How can I listen on both my MacBook and my iPhone?

Who influences Rebecca?



Rebecca's situation

Goals, motivations:

- Listen to great music to keep her productive at work
- Relax and unwind at the end of the day
- Superior music quality for full enjoyment of tracks
- Expand the circle of music artists she listens to

Key words

music, jazz, r&b, pop, artists, new releases, top charts, background music

Rebecca's story

Music is a big part of my life; I like to think that I always have a "background music" running in each scene of my life. I love working while listening to music; somehow, it gives me a lot of focus on my task.

I regularly talk to my co-workers about music and singers — that's what we like to talk about over lunch. We're constantly looking for new artists to inspire us and to expand our music library, but lately it seems a little tough to do that. Everything seems to have a "filter bubble" effect, and we keep listening to the same genres and artists.

I really enjoy finding new artists that match my subjective taste, and most of the times I get those from my close friends. I wish there were a way to find more music and artists without having to rely on the serendipity of life!

Example of a persona that shows the six main elements you should include. Name, age, gender, tag line, experience and skills are placed on the left-hand side. The middle column focuses on the context to indicate how they would interact with a product or service. Finally, on the right-hand side some goals and concerns are shared, as well as a short scenario to indicate the persona's attitude.



INTERACTION-DESIGN.ORG

True or False?

Aspect	B2B Persona 	B2C Persona 
Decision making	rational, logical, collective	emotional, impulsive, individualistic
Client type	business representative	individual user, family
Sales cycle	long, complex, multi-stage	short, momentary, based on need
Influence for buying	several stakeholders (CEO, CFO, etc.)	personal interests, recommendations
Pain points	productivity, efficiency, ROI	comfort, quality, emotion
Marketing focus	case studies, contact nurturing	engagement, promotions, stories
Platforms	LinkedIn, email marketing, webinars	Instagram, Facebook, Tiktok, Google
Content expectations	whitepapers, demos	reviews, reels, influencer marketing





Digital Persona Creation Stages and Tools

1. Data collection and audience research

- **Google Analytics 4 (GA4)**
 - ✓ Analyzes website visitors, demographics, behavior and interests
 - ✓ Tracks user interactions and conversion paths
 - ✓ Identifies the best performing content and channels
- **Meta / LinkedIn Audience Insights**
 - ✓ Demographic and psychographic audience data
 - ✓ Shows user interests, behavior and engagement patterns / professional experience, responsibilities
- **Semrush / SimilarWeb / Ahrefs**
 - ✓ Competitor audience analysis
 - ✓ Shows where traffic comes from, search goals and referral sites

2. Customer Feedback & Surveys

- **Typeform / Google Forms / SurveyMonkey**
 - ✓ Direct customer feedback on preferences and pain points
 - **Hotjar / Microsoft Clarity**
 - ✓ Heatmaps and session logs to analyze website interactions
 - ✓ Helps you understand why users abandon or engage with certain content
- 

Digital Persona Creation Stages and Tools

3. CRM and Customer Data Platforms

- **HubSpot CRM / Salesforce**
 - ✓ Collects customer interaction data from multiple touchpoints
 - ✓ Segments users based on past behavior and demographics
- **Google BigQuery / Segment**
 - ✓ Advanced customer data segmentation
 - ✓ Ideal for companies managing large databases

4. Persona Creation and Visualization

- **Xtensio User Persona Template**
 - ✓ Pre-built persona templates
 - ✓ Drag and drop principle
- **Canva / Figma**
 - ✓ Easy-to-use templates with images, text and infographics
- **HubSpot Make My Persona**
 - ✓ Simple persona generator with ready-made prompts

5. AI-powered insights and predictive analytics

- **IBM Watson Analytics / Google AI Insights**
 - ✓ Uses AI to predict customer behavior
 - ✓ Identifies emerging audience trends
- **Crystal Knows**
 - ✓ Analyzes LinkedIn profiles to predict personality traits
 - ✓ Helps create personas based on behavioral psychology

STP Practice

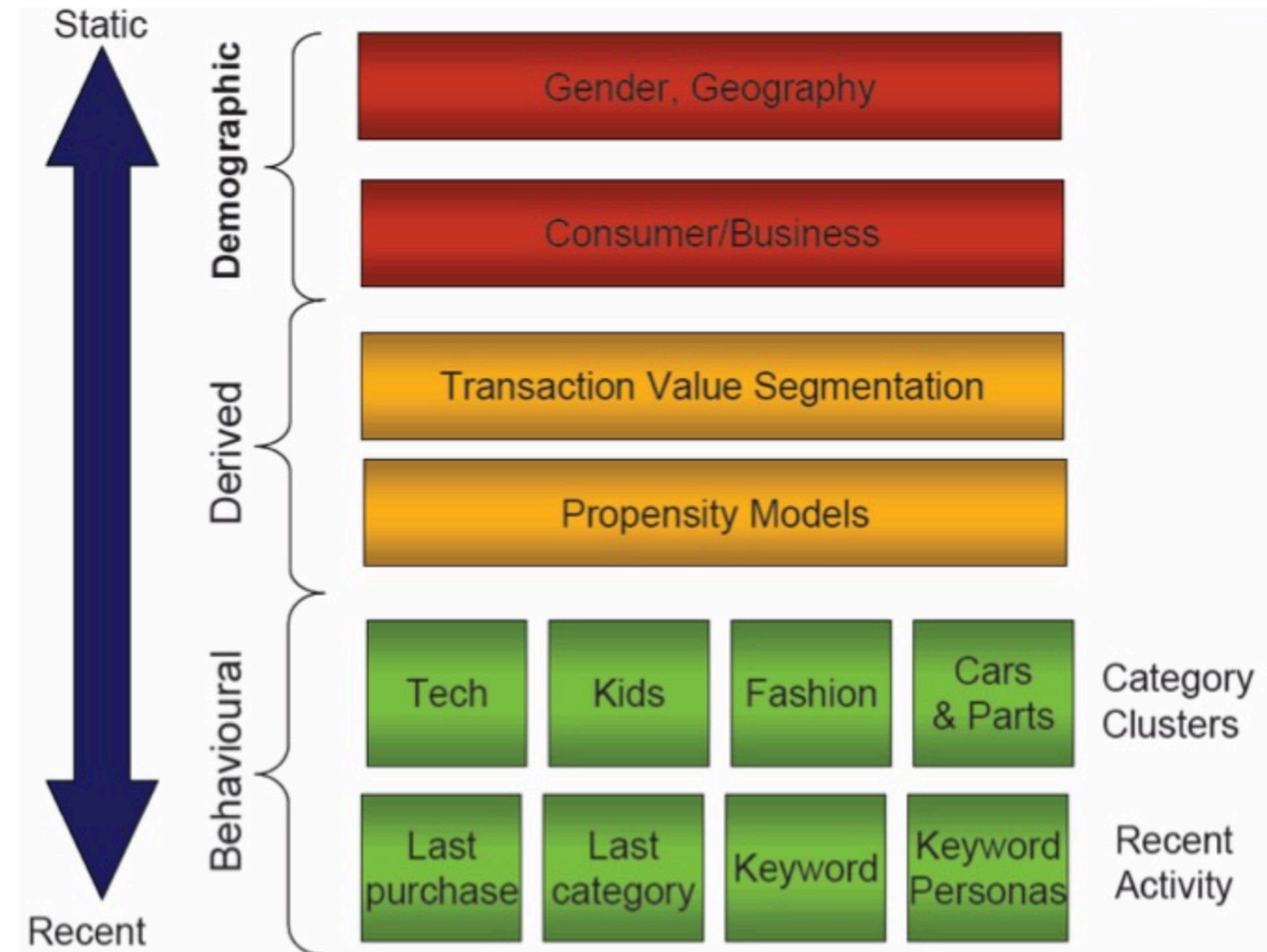
Segmentation – Targeting – Positioning

S T = WHERE TO BE

P = HOW TO GO

We segment and target based on:

- Demographic indicators (age, gender, etc.)
- Psychographic indicators (what and how do they work in the digital environment?)
- Digital lifecycle status (page visitor, engaged visitor, buyer, repeat buyer, ambassador)
- User value (average order amount)
- Multichannel purchasing behavior (through which channel they learn about the brand, and through which they buy it).



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Prince Charles

- Male
- Born in 1948
- Raised in the UK
- Married twice
- Lives in a castle
- Wealthy & famous

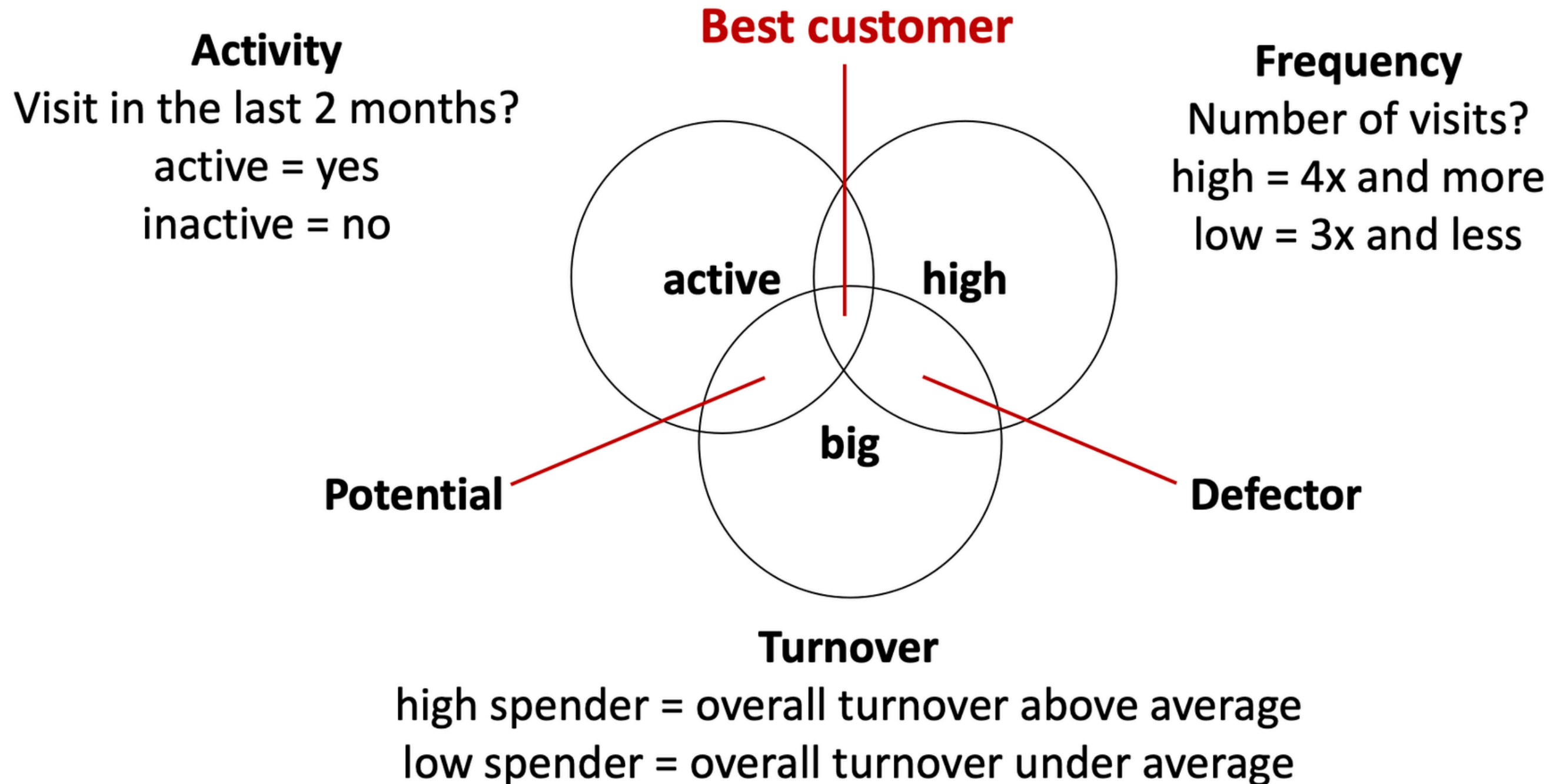


Ozzy Osbourne

- Male
- Born in 1948
- Raised in the UK
- Married twice
- Lives in a castle
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* Personas shouldn't be about demographics. Personas should be about the problems & challenges people face.

RFM model – Recency, Frequency, Monetary value

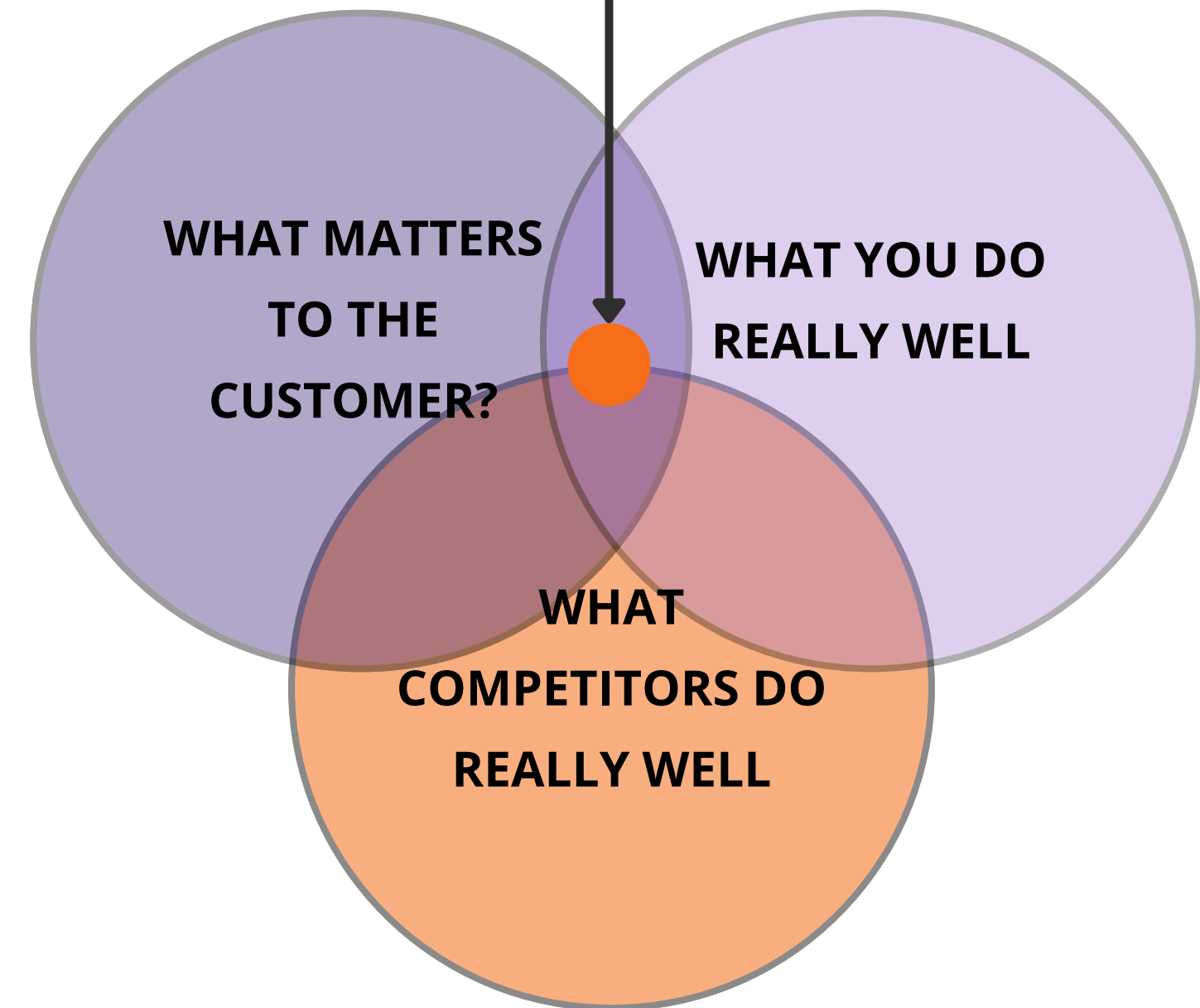


Segmentation – Targeting – Positioning

UNIQUE VALUE PROPOSITION

Unique value of the product or service:

- How does the product/service solve the customer's problem?
- What benefits does the customer receive from you?
- Why should the customer buy from you and not from a competitor?



Creating a Value Proposition

Option nr. 1: Geoff Moore's Value Positioning Statement

Template

For _____ (target customer)

who _____ (statement of the need or opportunity)

our (product/service name) is
_____ (product category)

that (statement of benefit)
_____ .

Sample(s)

For non-technical marketers

who struggle to find return on investment in social media

our product is a web-based analytics software

that translates engagement metrics into actionable revenue metrics.

Creating a Value Proposition

Option nr. 2: David Cowan's Pitchcraft

Template

- Highlight the enormity of the problem you are tackling.
- Tell the audience up front what your company sells.
- Distill the differentiation down to one, easy-to-comprehend sentence.
- Establish credibility by sharing the pedigree of the entrepreneurs, customers, or the investors.

Sample(s)

One person dies of melanoma every 62 minutes.

We offer a dermatoscope app for iPhone that enables people to easily diagnose their skin, leveraging patented pattern recognition technology trusted by the World Health Organization

Creating a Value Proposition

Option nr. 3: **the VAD approach**

Template

[verb; application; differentiator]

Sample(s)*

- Share PowerPoint and Keynote slides including audio (Slideshare).
- Create and write blogs via email (Posterous).
- Make VOIP calls easily and cheaply (JaJah).

Value Proposition Generating Tools



Free AI Value Proposition Generator

A free tool that helps you clearly understand the uniqueness of a product or service.
Refines unique selling points, improves marketing efficiency, and unifies the team's understanding of core value.
Focuses on customer benefits for better engagement.



Bizway AI Value Proposition Generator

Ideal for new product development, market entry, or updating marketing strategies.
Simplifies the process of creating concise and compelling unique value propositions (UVPs).

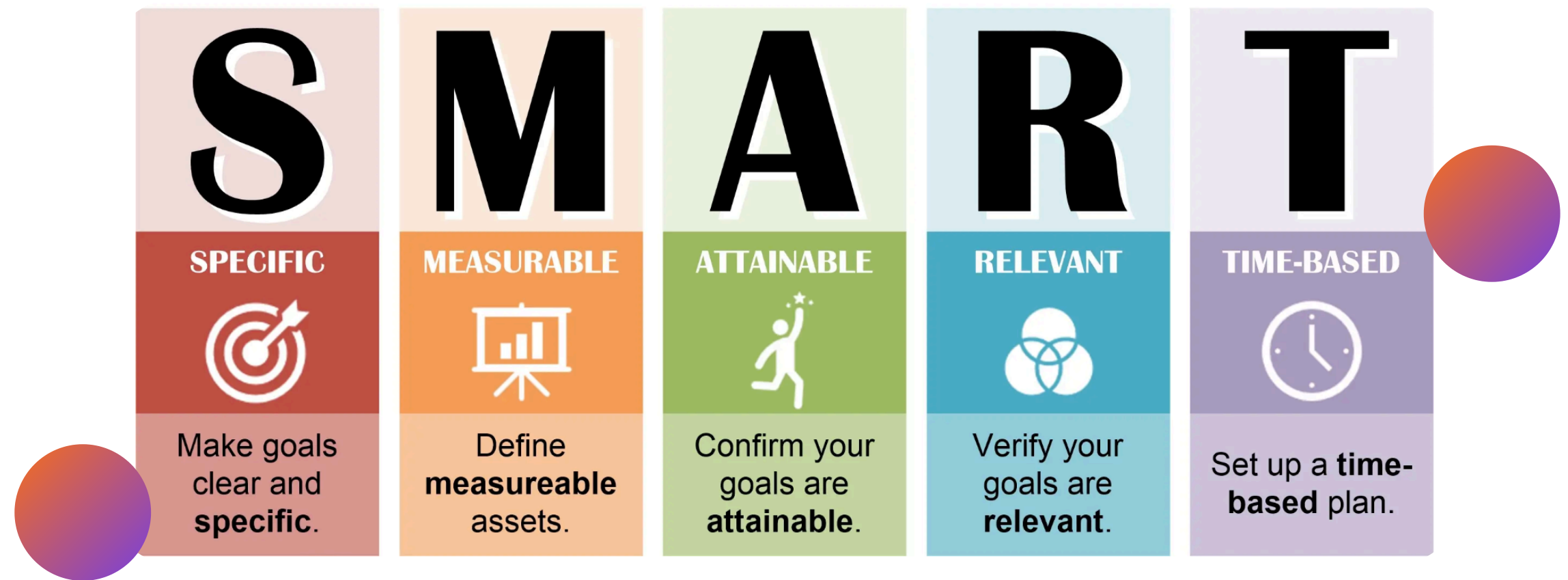


Grammarly AI Value Proposition Generator

A simple tool that creates compelling value propositions in just a few steps.
Allows you to create custom solutions based on the characteristics and tone of your target audience.
Provides examples for inspiration, effectively improving value propositions without extensive writing experience.

SMART methodology

SMART tikslas turi būt:



- **Acquisition objectives (AWARENESS, APPEAL)**

“Increase brand awareness among target audience”

“Get more likes/followers on social networks.”

- **Conversion objectives (ASK, ACT)**

“Increase the number of purchases/ reservations.”

“Facilitate more user-generated product reviews.”

- **Retention / Loyalty objectives (ADVOCATE)**

“Increase the percentage of returning customers.”

“Increase the level of user engagement through social media.”

Marketing Campaigns Channels

The Marketing Funnel

At the top of the funnel, generate informative content to make new prospects **AWARE** of products and services.

TOFU

- Blog posts
- Webinars
- Social Media
- Infographics
- Videos
- Podcasts
- Search Engine Optimization
- Research (reports, eBooks)

In the middle of the funnel, create and share content that gives warm prospects the ability to **EVALUATE** products and services.

MOFU

- Paid advertising
- Case studies
- Social media
- Email marketing
- Offers and discounts
- White papers and downloads

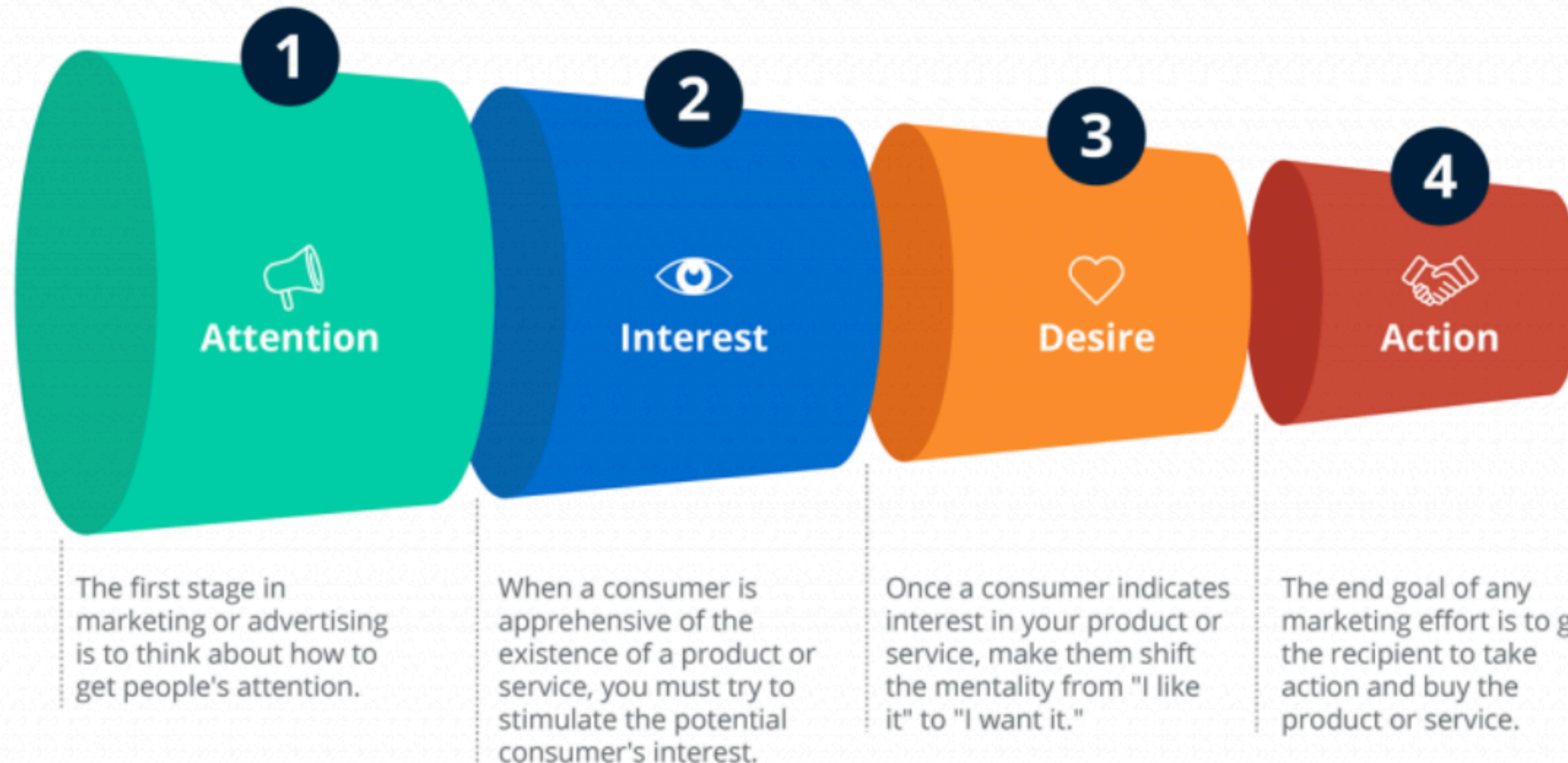
Use the bottom of the funnel to provide content and tools that ultimately lead hot prospects to **CONVERT**.

BOFU

- Demos
- Sales collateral
- Shopping carts
- Customer testimonials
- Product & service spec sheets
- Product reviews & competitive analysis

AIDA modelis

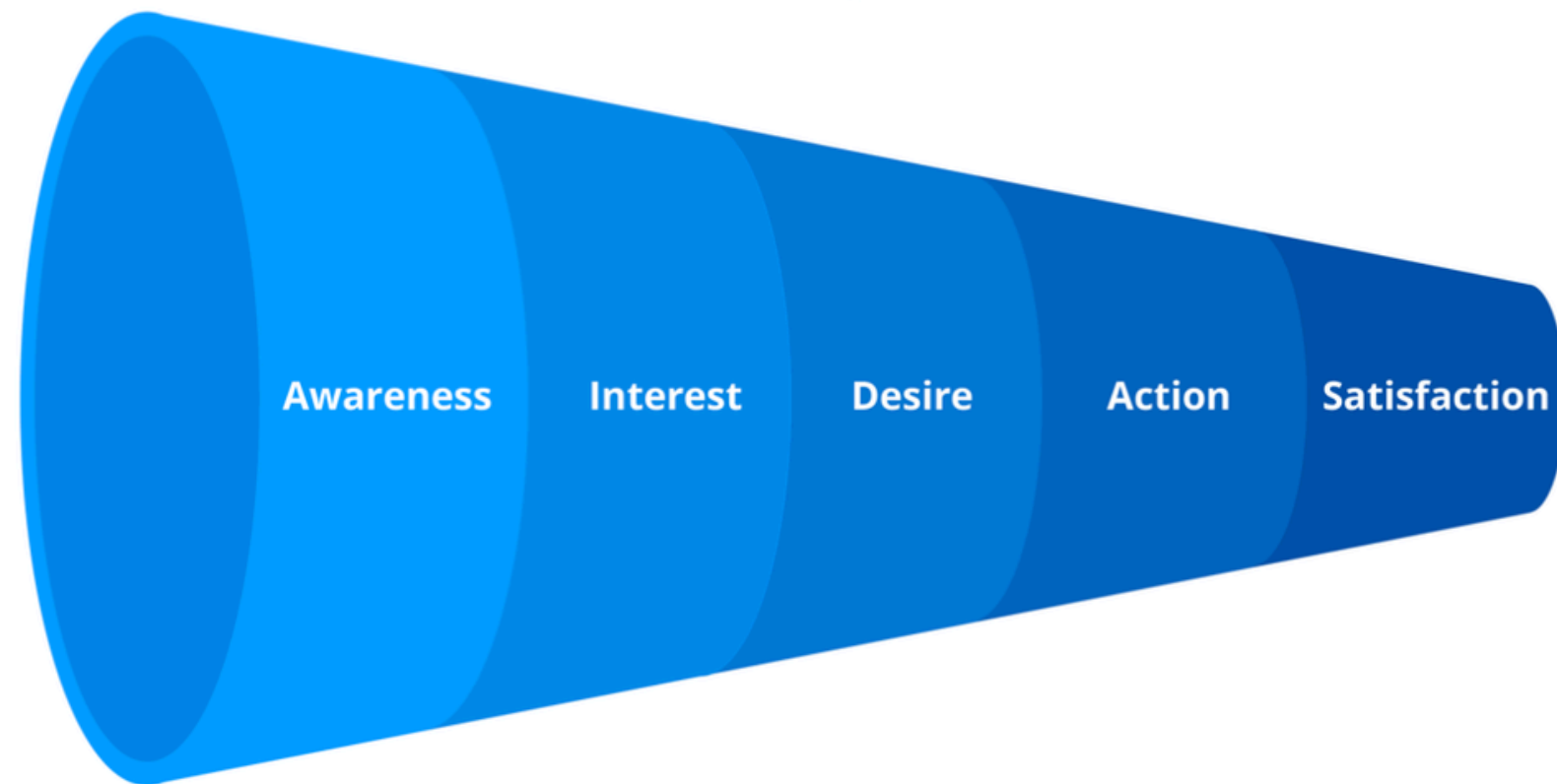
THE AIDA MODEL HIERARCHY



AIDA is further evolving

AIDAS

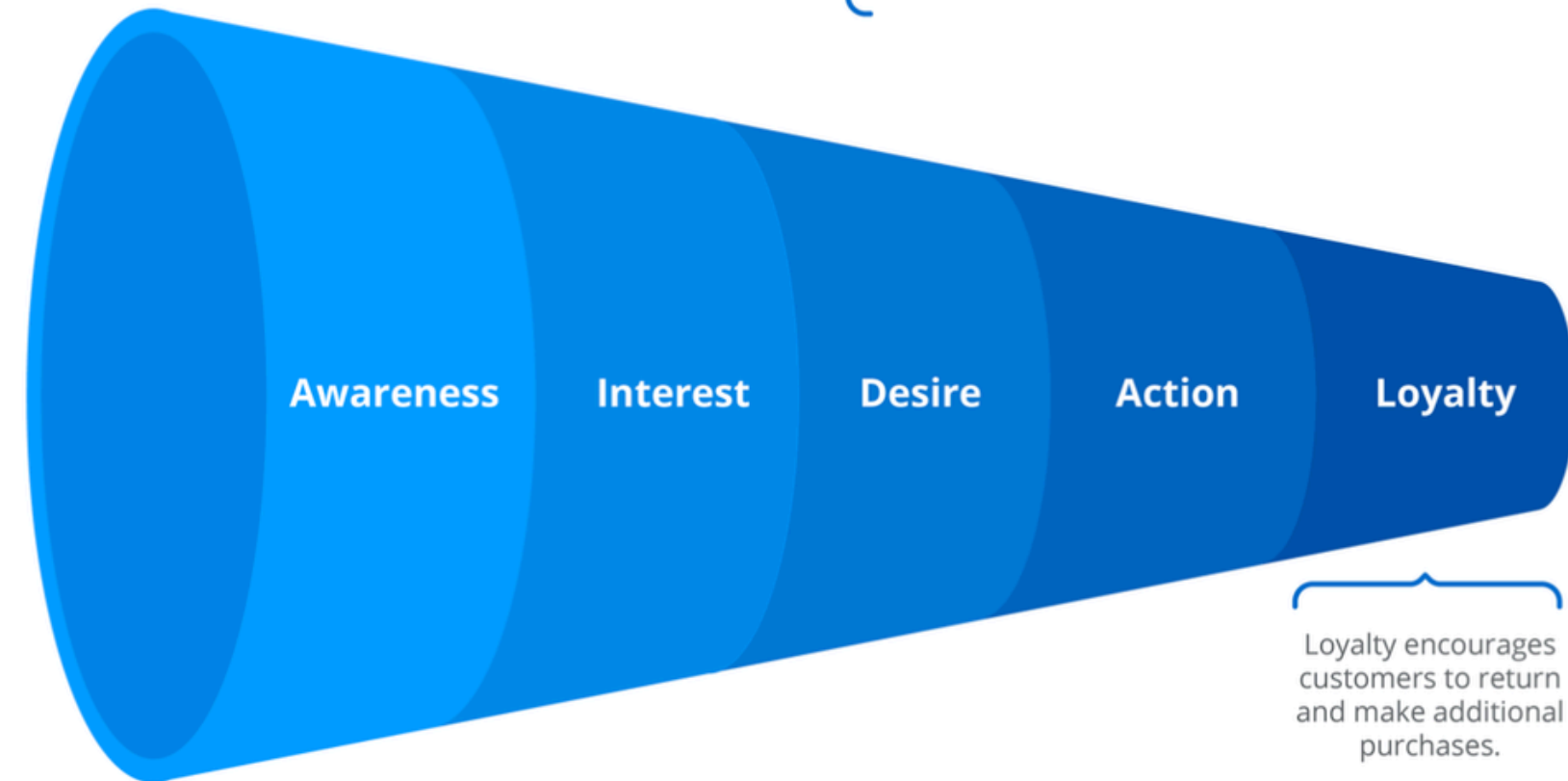
This model measures the customer's journey even after purchase, giving a better understanding and insight into their customers' likes and dislikes.



Along with the four stages of the AIDA model, the **AIDAS** model additionally assesses the level of customer satisfaction. It attempts to assess the customer journey even after the purchase. This provides a better understanding of their preferences and interests.

AIDAL

According to AIDAL, the sale does not end with a single transaction but instead focuses on its consistency and repeatability.



According to the **AIDAL** model, sales focus not on a single transaction as an end point, but on the consistency and continuity of the sales process. It is the loyalty aspect that acts as a catalyst for repeat purchases.

AIDA is further evolving

AIDAR & AIDAE

The following are two other Modifications of AIDA that rely on consumers to become brand advocates and loyal users:



In the **AIDAR** model, retention is added to the classic AIDA. In this way, the aim is to assess the value of repeat orders and purchasing power of customers. This is considered the final stage, which assesses whether the established marketing efforts will be achieved.

The **AIDAE** model adds engagement to the classic AIDA. The goal is to identify signs of user engagement and act accordingly. This model can help identify the different stages of user engagement more accurately than AIDA.

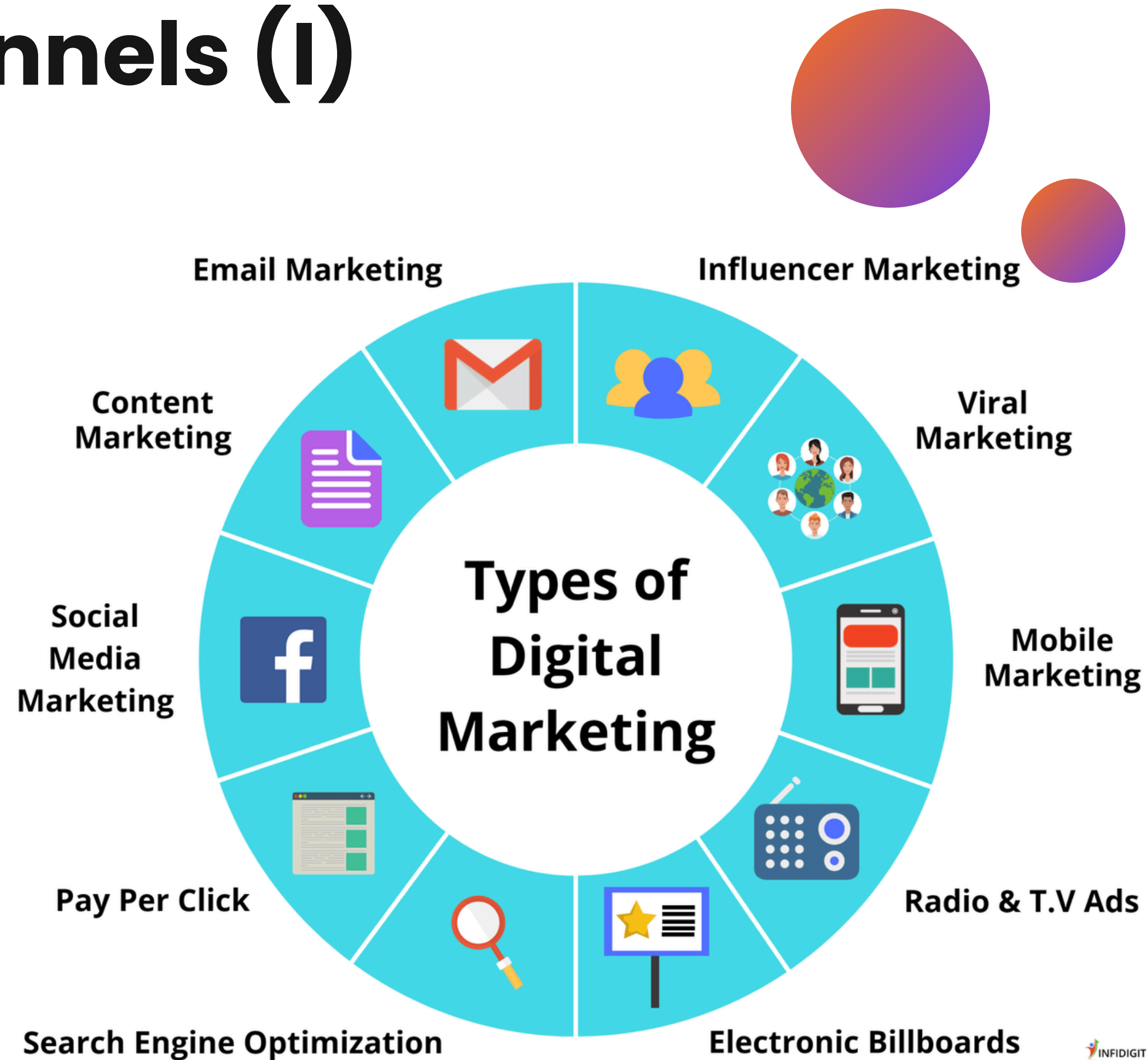
Digital Marketing Channels (I)

Influencer marketing is a form of marketing that allows companies to collaborate with individuals who have followers to increase brand visibility.

Viral marketing is an advertising method that encourages users to share content with others as much as possible, through word of mouth and through social networks. Main features: organic spread, engaging content, SNP (High Social Networking Potential).

Mobile marketing - advertising and content designed for mobile devices, such as phones and tablets (push notifications, SMS, MMS, apps).

Radio, television, media, OOH (out-of-home) - traditional, paid marketing channels designed to generate brand awareness and visibility. They can be some of the largest and most expensive channels in terms of reach.



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It's better to get screened, whatever they find.

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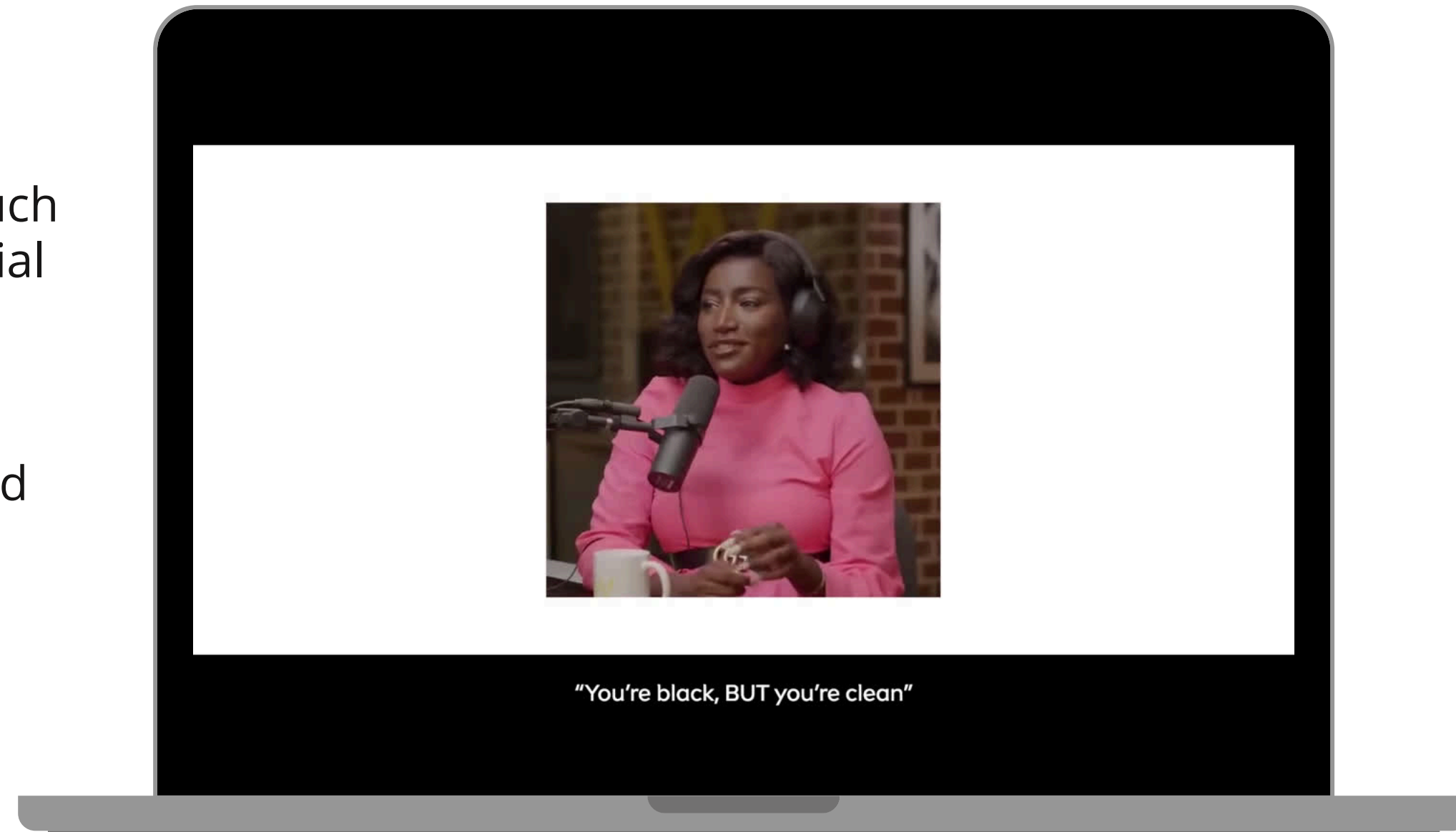
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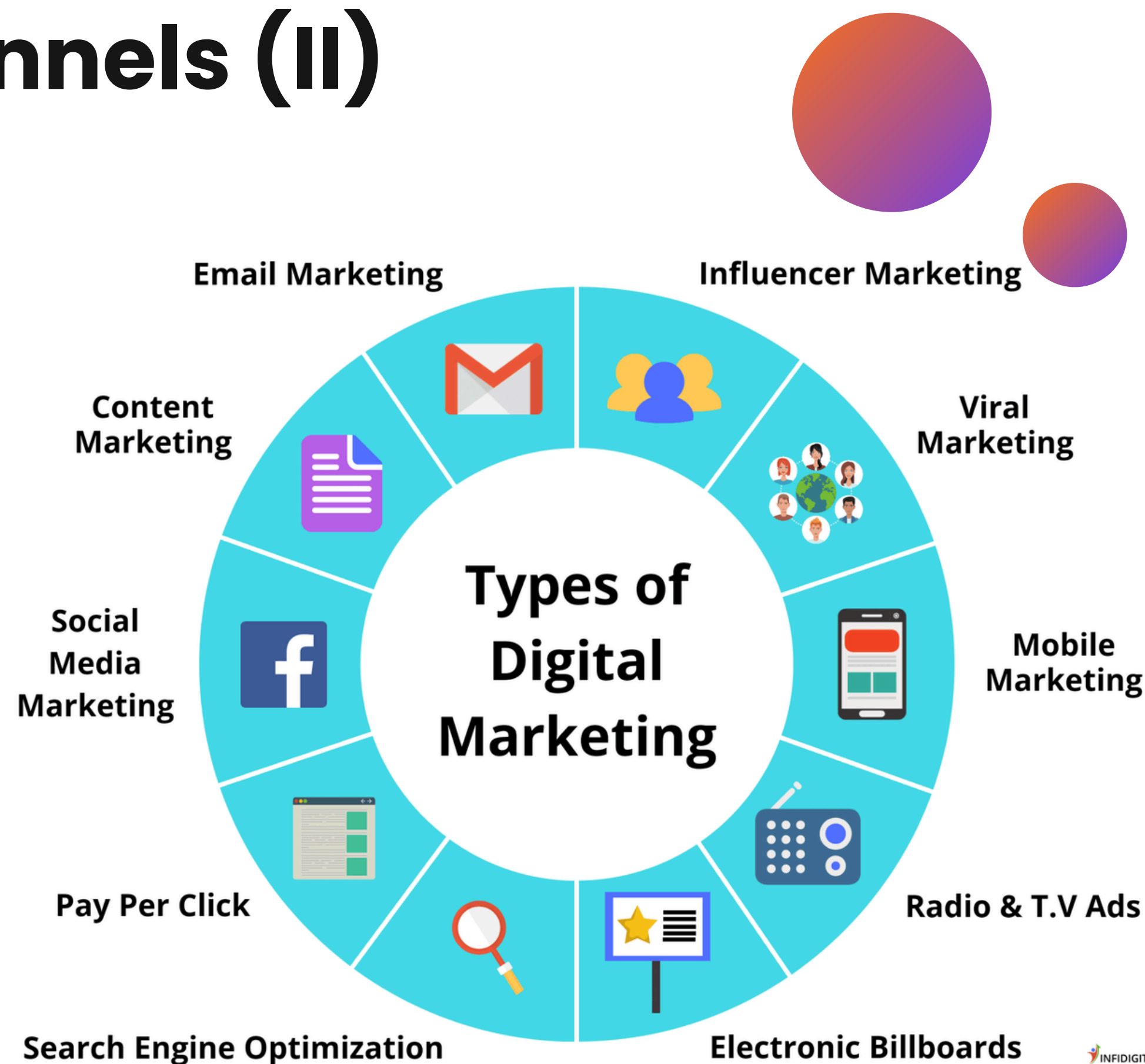


Digital Marketing Channels (II)

Search engine marketing (SEM) is advertising that users see when they search for specific keywords or phrases related to a product or service. It includes SEO (organic brand exposure in search engines) and PPC (paid search engine exposure) advertising.

Social media marketing (SMM) - advertising published on social networks, such as Facebook, Instagram, LinkedIn, X, TikTok and others.

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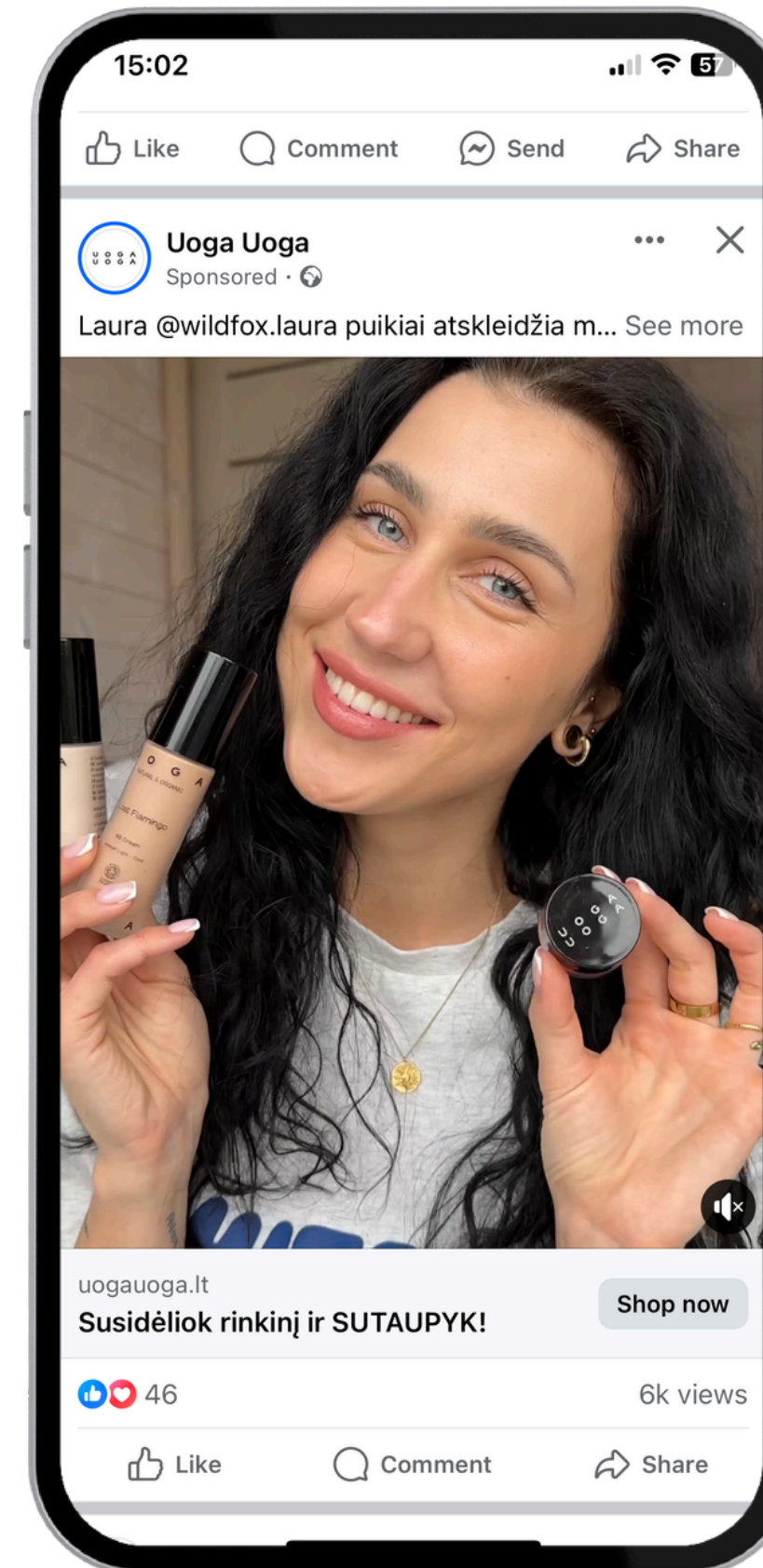


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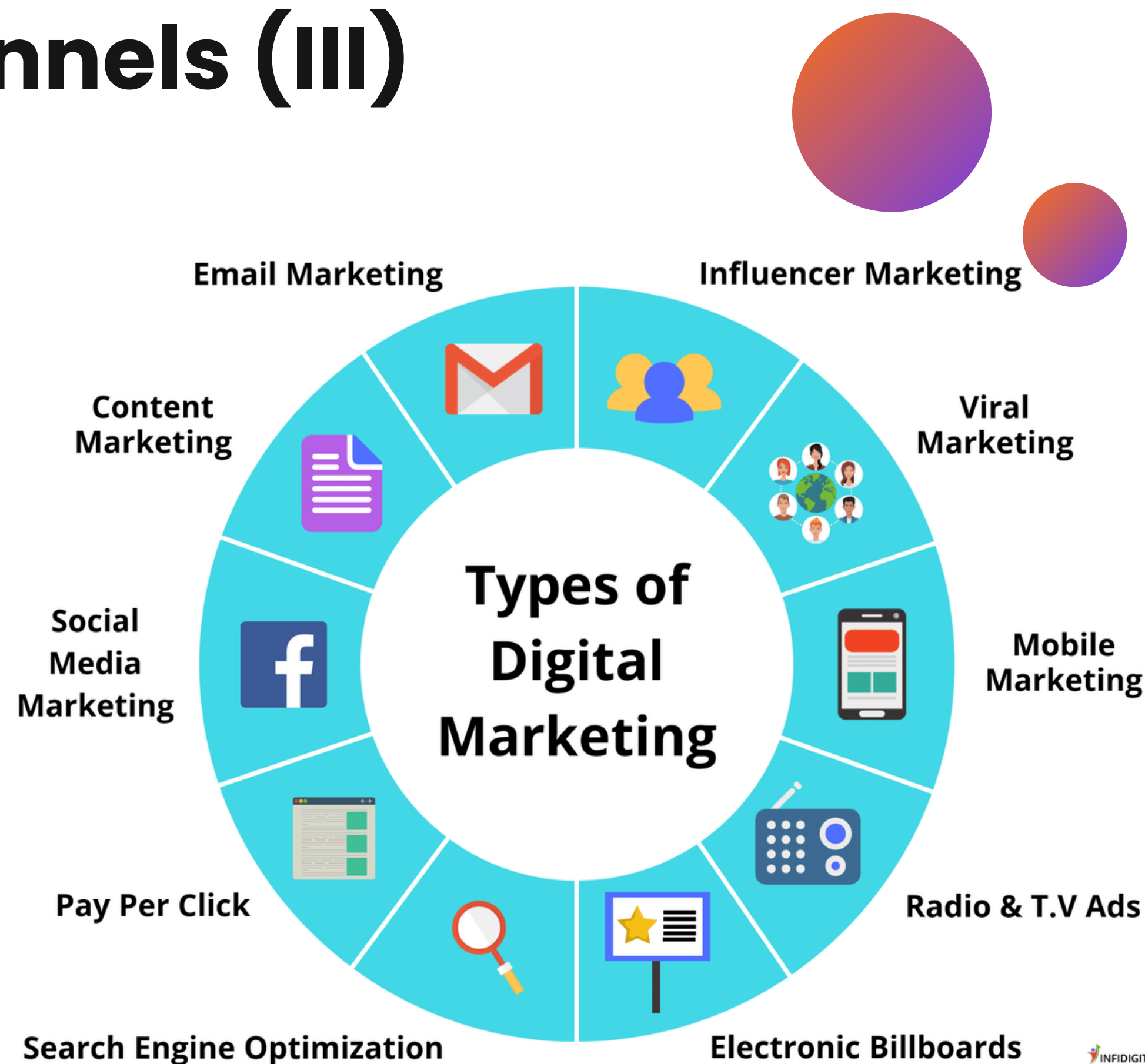
Digital Marketing Channels (III)

Email marketing - promotional emails sent directly to consumers' email addresses, often containing special offers or promotional discounts.

Software marketing - advertising and content for software products, most often used in the B2B market. Often used for cross-promotion of integration partners.

These channels are often used together to create a comprehensive and effective digital marketing strategy.

PROMOTIONAL MIX



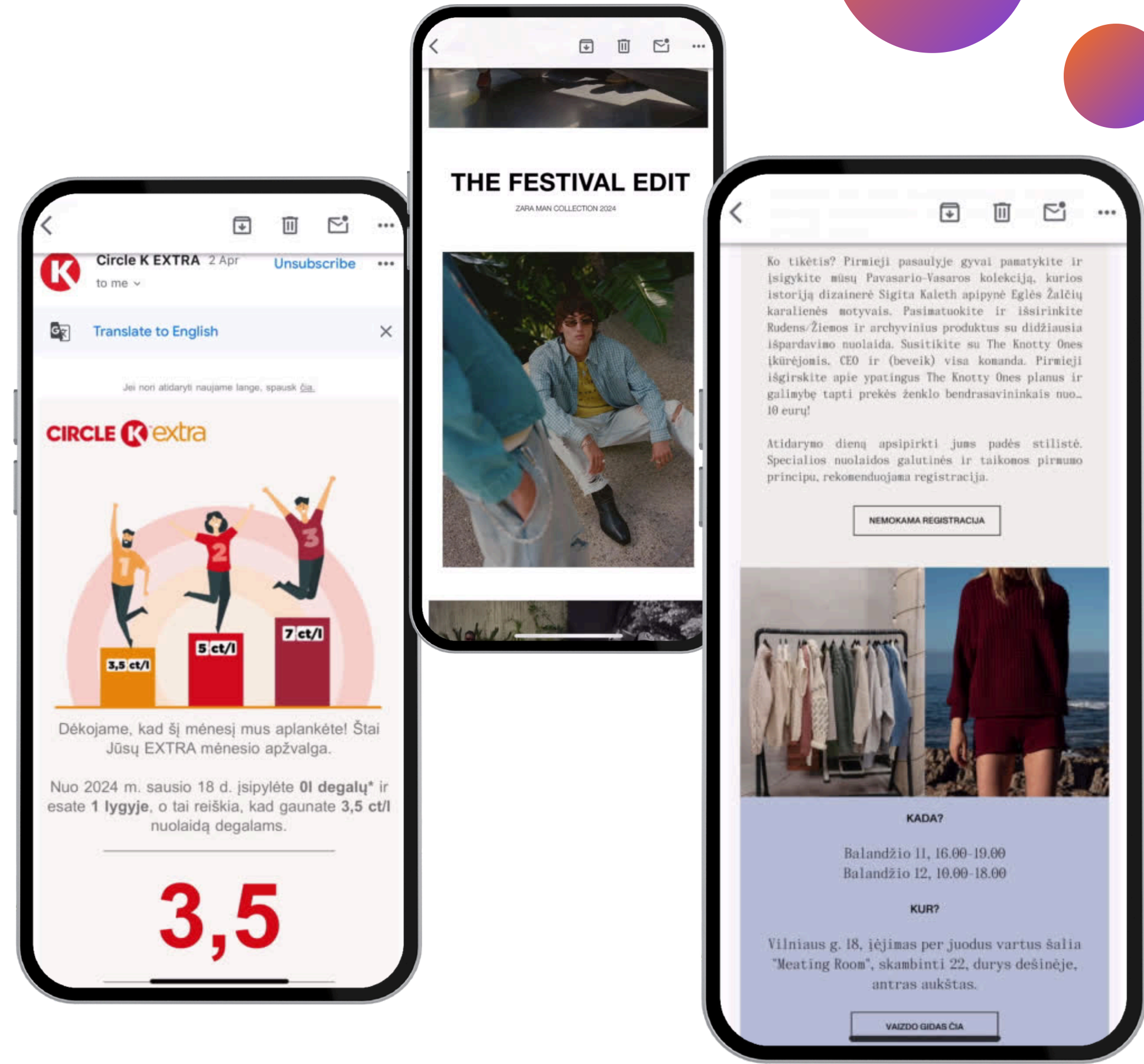
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PROMOTIONAL MIX



Virtual Influencers



bermudaisbae ✓
Starbucks



...



lilmiquela ✓
Los Angeles, California



imma.gram
江ノ島海岸





Virtual Influencer

Virtual characters created by computer graphics (CGI) and artificial intelligence (AI) that mimic real people in their behavior on social media, even though they do not physically exist in the real world.

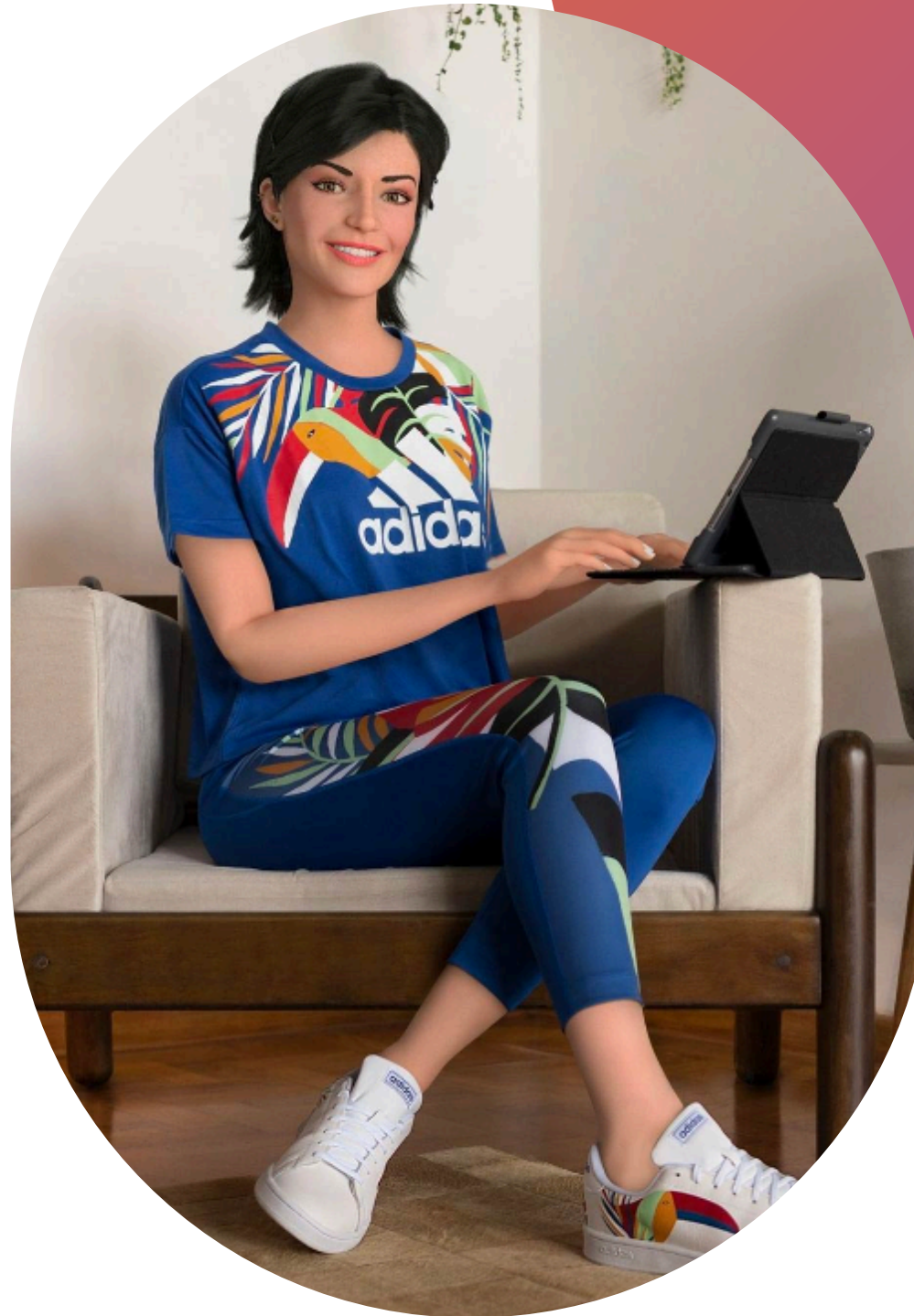
There are 2 types:

- human-like
- cartoon-like

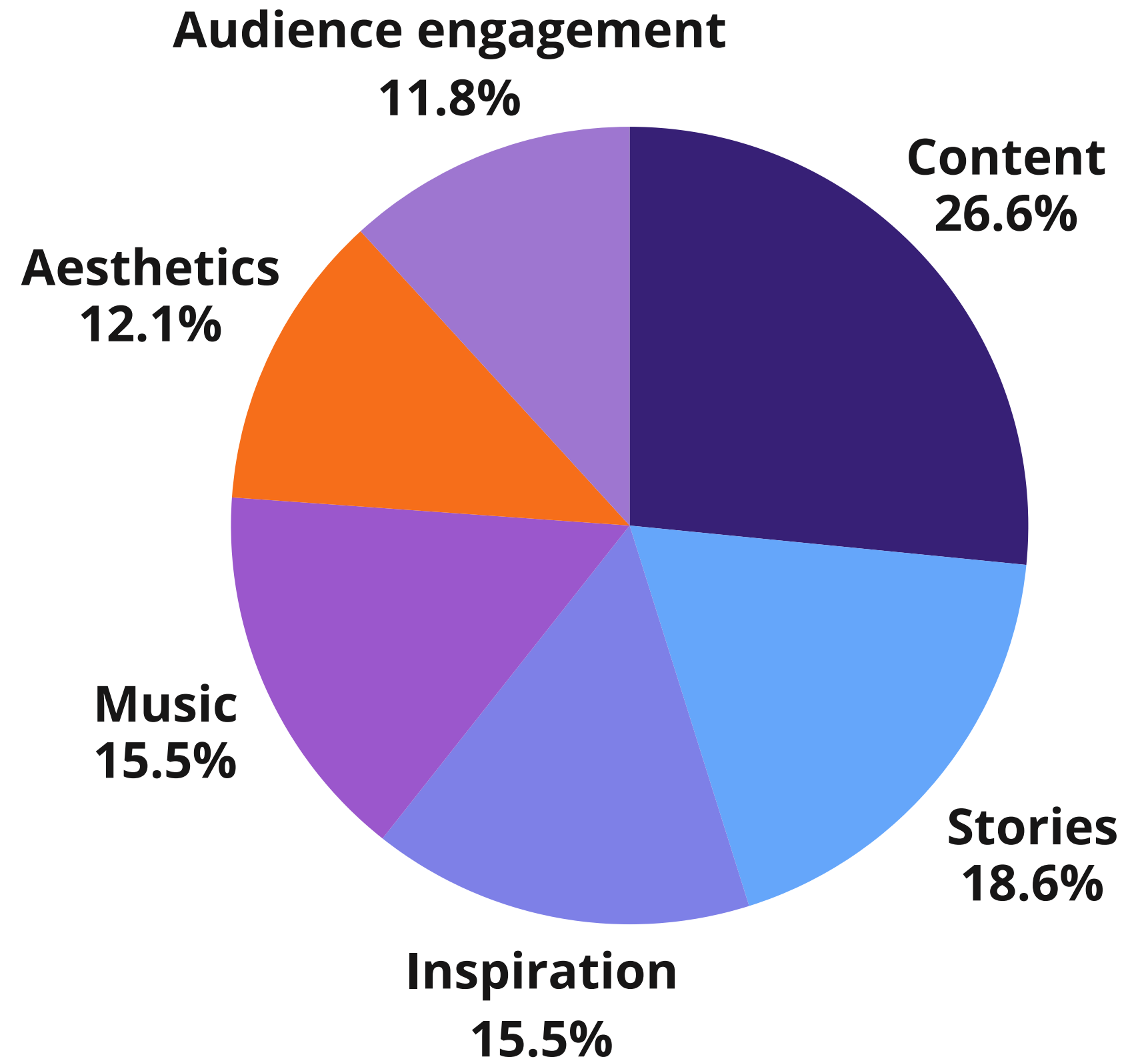
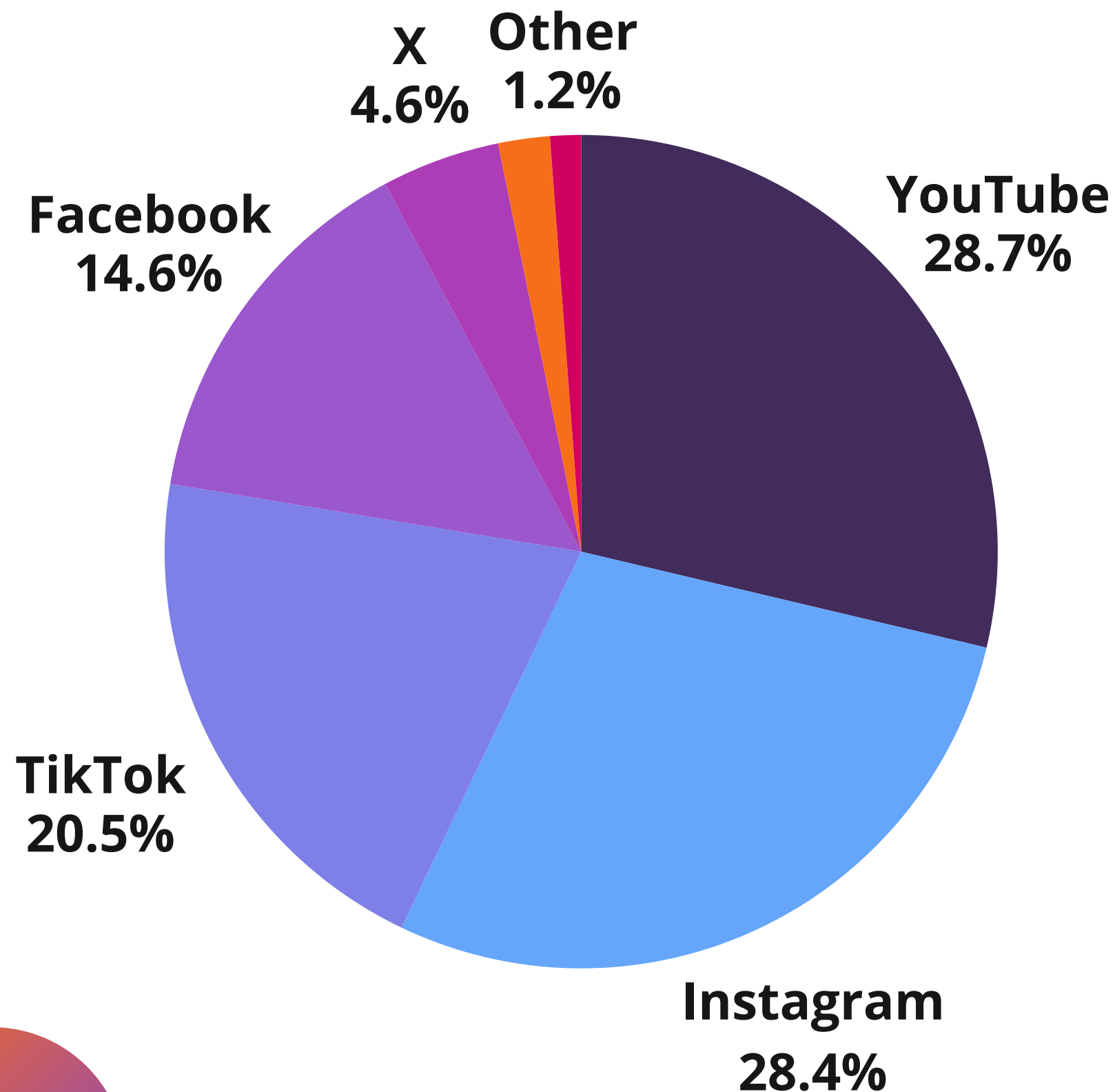
In 2023, investments in the virtual influencer market reached **\$4 billion** (Statista).

In 2023, **35%** of US consumers **purchased** a product advertised by a virtual character. **40% of them were Millennials and Gen Z** (Forbes).

58%
of US users follow at
least one virtual
influencer



Where and why do people follow them?



Anthropomorphism

The attribution of human traits, emotions, or intentions to inanimate objects - things, plants, toys, and also virtual characters.

In this way, an emotional connection is created with the object, identifying with its life, persona, and thinking.





magazineluiza 

Following ▾

Message



2,173 posts

6.8M followers

23 following

Lu do Magalu 

 magazineluiza

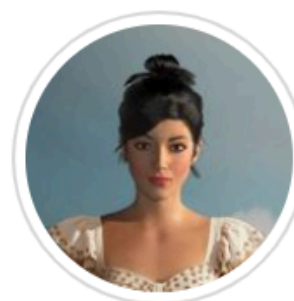
 Influenciadora Virtual 3D
 Especialista Digital do #Magalu
 Criadora de Conteúdo
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Collab BT 



Elle



Vogue



Carnaval 23



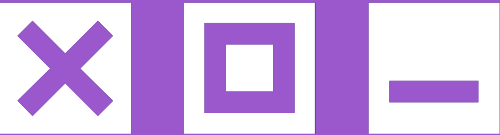
Times Square



Paris

Lu Do Magalu

- **Brazil, 2009**
- created by **Pedro Alvim**, part of Brazilian retail brand Magalu
- **Aims to “personalize”** e-commerce shopping and make it “more human”
- Featured on the **cover of Vogue** magazine
- Anitta and Lu



magazineluiza 

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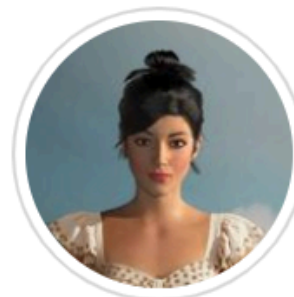
 Influenciadora Virtual 3D
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 magazineluiza.onelink.me/fovH/e21no0up



Collab BT 



Elle



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Times Square

Lu Do Magalu



lilmiquela

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Miquela

lilmiquela

#BlackLivesMatter

19-year-old Robot living in LA

Be your own robot

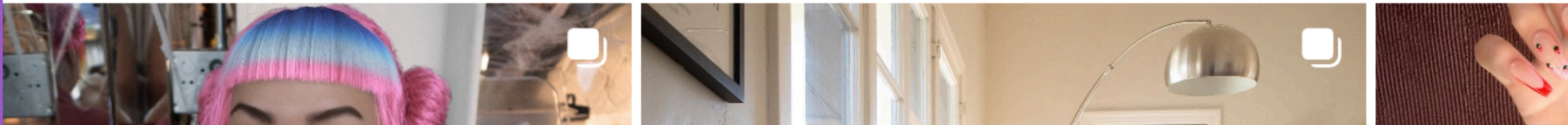
www.miquela.fyi/quiz?utm_source=instagram&utm_medium=profile

Followed by vilmaputriute, anyma, egyboy_art_cowboy + 4 more

POSTS

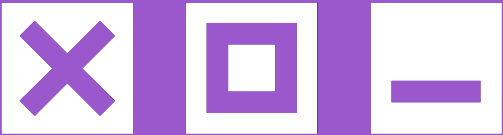
REELS

TAGGED



Lil Miquela

- **USA, 2016**
- created by Los Angeles startup **Brud**
- The 19-year-old teenager, singer and clothing designer
- didn't know for a long time that she was a fake person, but her virtual friend Bermuda **revealed this shocking news** to both Miquel and her followers
- [BMW X2 M35i #makeitreal](#)
- [#mytruth #mycalvins](#)



lilmiquela

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POSTS

REELS

TAGGED



Lil Miquela



jankyandguggimon ✓

Follow

Message



204 posts

1M followers

237 following

Janky & Guggimon

@jankyandguggimon

mgmt: @superplastic

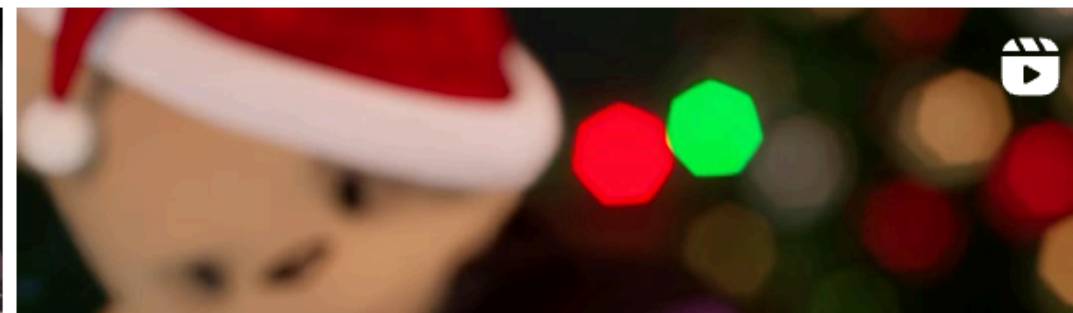
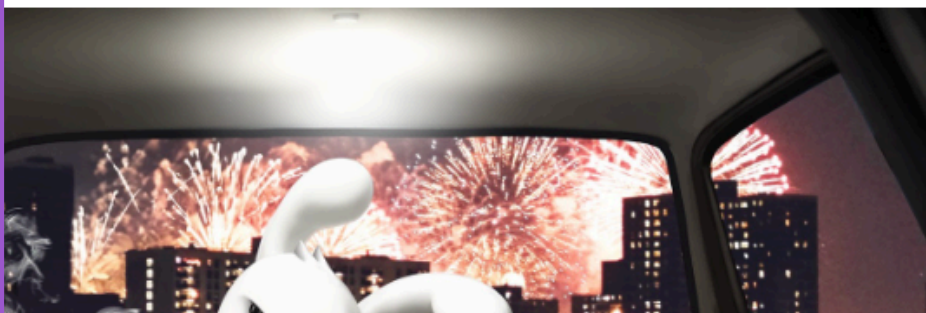
ghostkidz.lnk.to/GOINOFF + 2

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POSTS

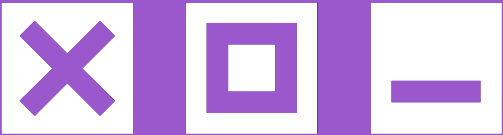
REELS

TAGGED



Guggimon

- **Canada, 2019**
- belongs to artist Paul Budnitz, who created **Superplastic**, a brand that belongs to the category of toys, clothing and art goods
- “a horror artist who makes mixtapes and is obsessed with: handbags, axes, designer toys, Billie Eilish, and the movie “The Shining.”
- [NFT collection su Paris Hilton](#)



imma.gram

Follow

Message



752 posts

392K followers

655 following



imma

imma.gram

Digital creator

New project loading ... @astral.body.xyz

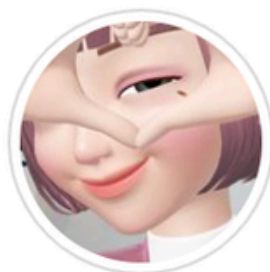
I'm a virtual girl "imma" in Tokyo 🇯🇵🏳️‍🌈

Love Fashion 🧵 Art 🎨 Film 🎬 and more 🧠

Plz check out my linktree 📌📌

beacons.ai/imma_official

Followed by lilmiquela and shudu.gram



ZEPETO



NFT



doublet



NEWS



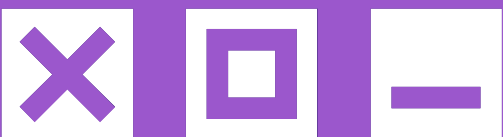
Amazon Drop



animal

Imma

- **Japan, 2018**
- created by Tokyo computer graphics company **ModelingCafe**
- **Japan's first virtual model**
- In 2020, she "participated" in the closing ceremony of the **Tokyo Paralympic Games**, appeared on the cover of CGWorld magazine
- [Lenovo YOGA x Imma](#)
- [IKEA - the Recap](#)



imma.gram

Follow

Message



752 posts

392K followers

655 following

imma

imma.gram

Digital creator

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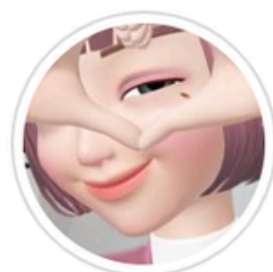
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doublet



NEWS



Amazon Drop

Imma





shudu.gram 

Following ▾

Message



146 posts

241K followers

4,960 following

Shudu

The World's First Digital Supermodel

 thediigitals.com

Followed by dagny.gram, hauslabs, and rutaradziunaite



Art 2



Muse



Daz



Art

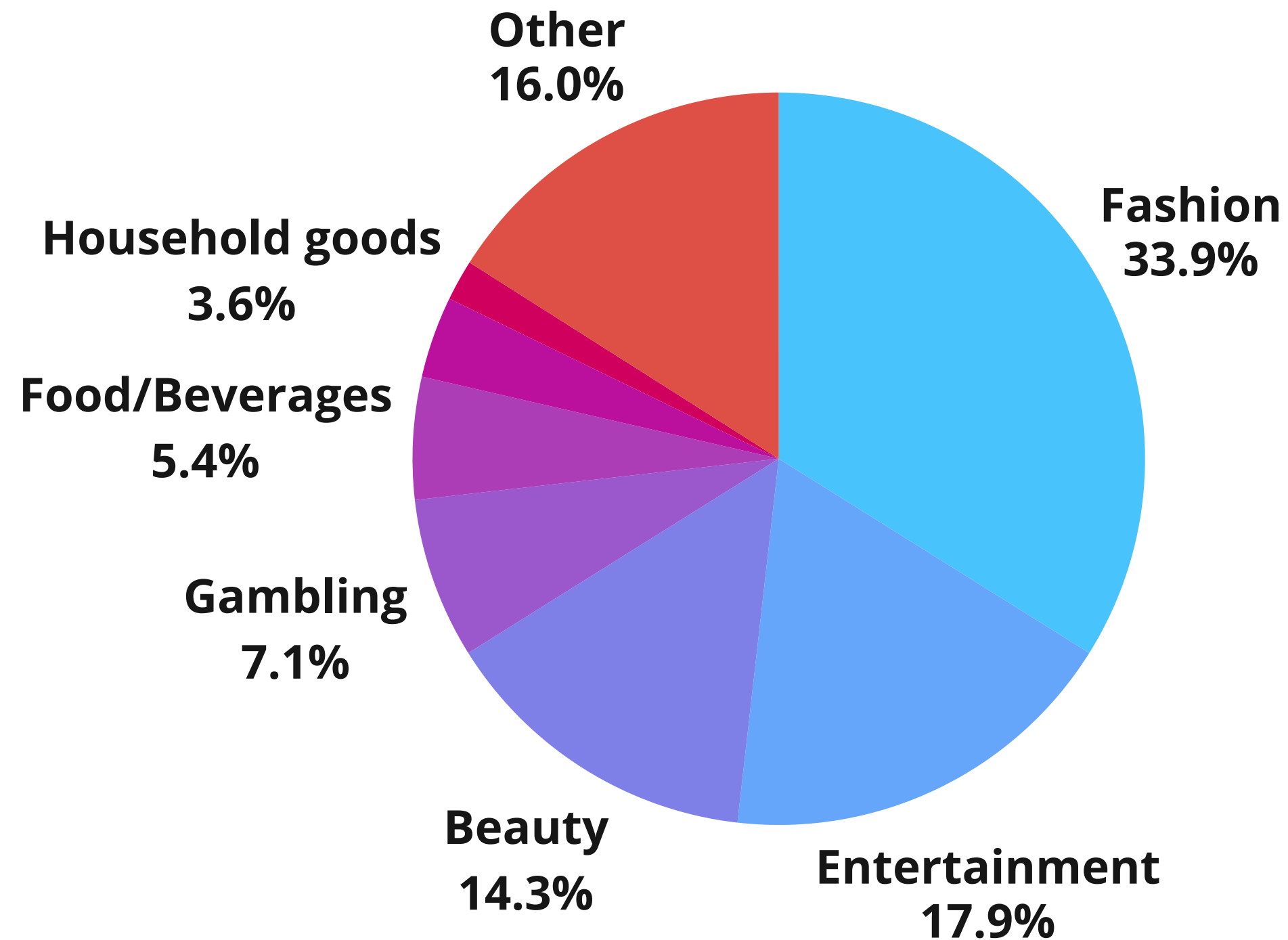


FAQ

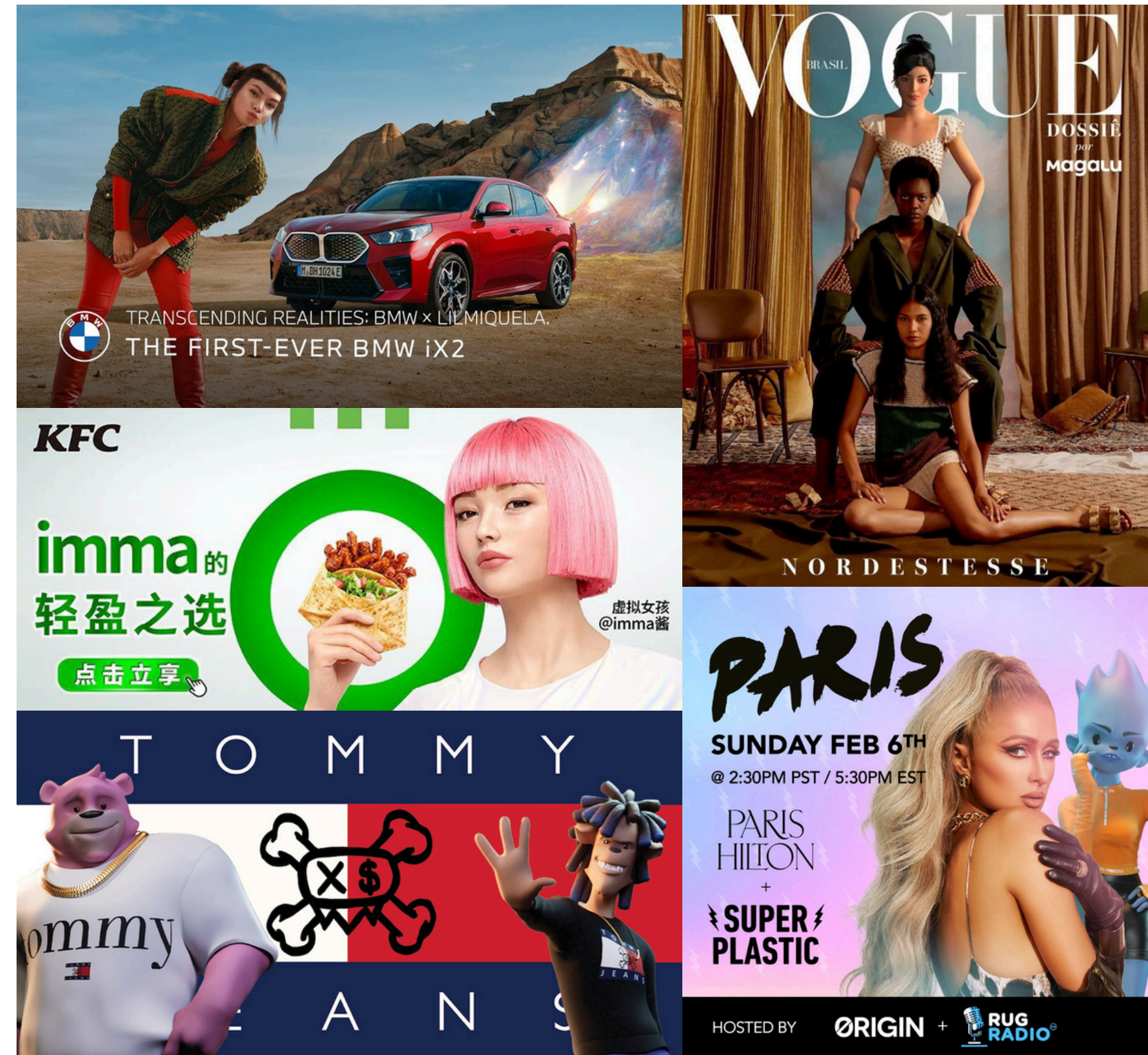
Shudu Gram

- **United Kingdom, 2017**
- created by Cameron James, founder of **The Diigitals**
- The **world's first virtual supermodel** from South Africa
- Collaborated with Cosmopolitan, Vogue, Balmain and more
- [Samsung x Shudu Gram](#)

Most popular industries



Souce: *Influencer Marketing Hub*



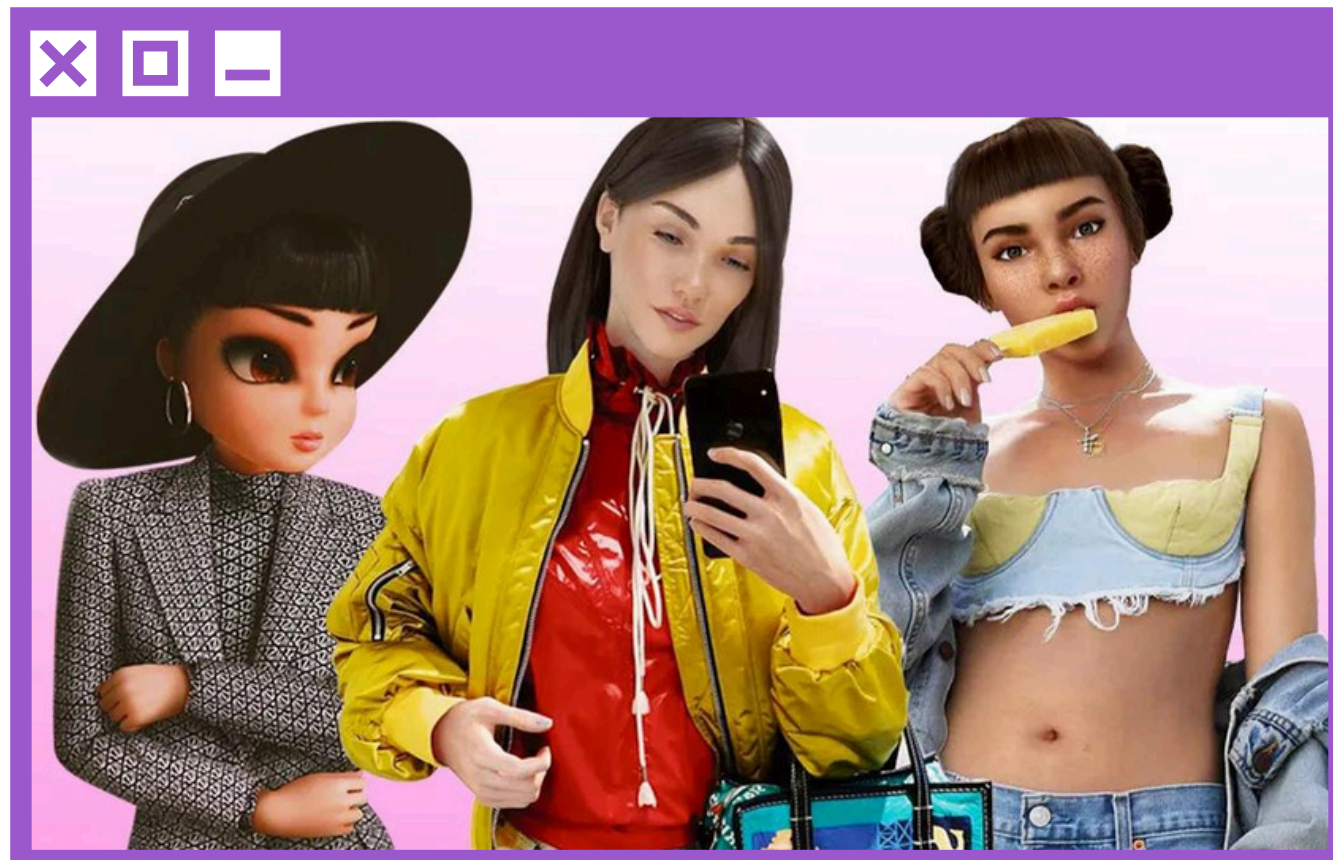
Is it worth it?

Pros

- Pcontributes to the creation of an innovative image
- Easy to manage
- Unlimited possibilities
- A great way to grow the Gen Z consumer segment

Cons

- Expensive Pleasure
- Hard-to-Repair Trademark Infringement
- *Uncanny Valley* Effect



Digital Marketing Campaigns Management: from A to Z

Keep it Simple

1. Context/situation analysis
2. Setting goals
3. Strategy refinement
4. Tactic selection
5. Action planning
6. Monitoring/campaign control system

Rinkodaros kampanijų veiksmų planas

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By purpose

Product awareness

User acquisition

Upselling / cross-selling

Customer referral

Product release

Building community

Customer retention

Churned customer return

And more

By channel

SEO

Content marketing

Social media marketing

Paid search

Display advertising

Email marketing

Messenger marketing

Affiliate marketing

Influencer marketing

Video advertising

Audio advertising

And more

By market

B2B

B2C

By duration

Long-term

Short-term

And more

By regions

Local campaign

International campaign

Localization campaign

And more

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B2B

B2C

By duration

Long-term

Short-term

And more

By regions

Local campaign

International campaign

Localization campaign

And more

Digital Marketing SWOT (ups)...TOWS!

Your Brand

Brand's **STRENGTHS**

Brand's **WEAKNESSES**

Brand's
OPPORTUNITIES

How can we use our
strengths to grow our
opportunities?
= ATTACKING STRATEGY

How can we reduce weaknesses to create new
opportunities?
**= BUILD STRENGTHS FOR ATTACKING
STRATEGY**

Brand's **THREATS**

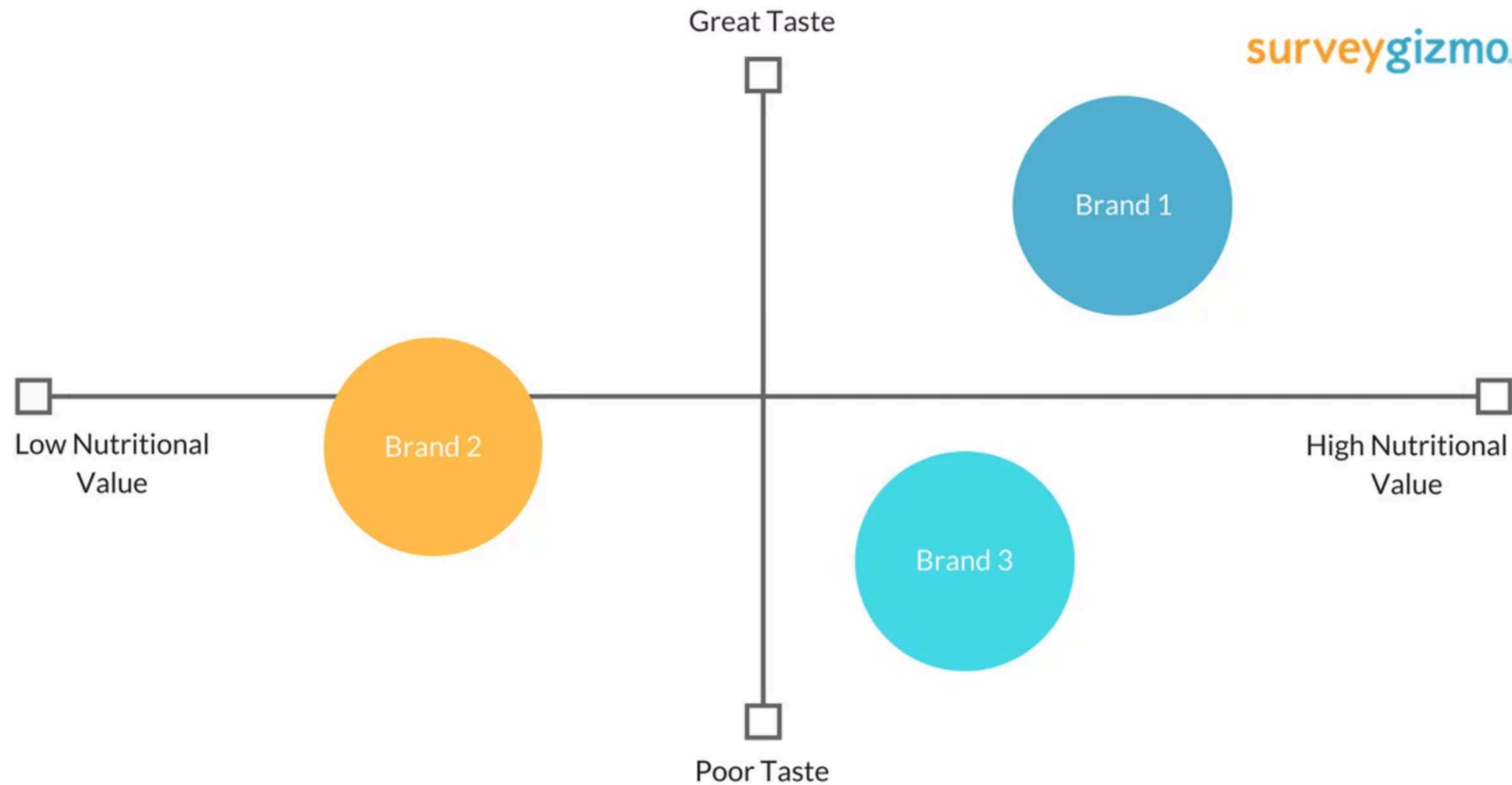
How can we use
strengths to reduce
threats?
= DEFENSIVE STRATEGY

How can we reduce weaknesses to avoid
threats?
**= BUILD STRENGTHS FOR DEFENSIVE
STRATEGY**

Digital Marketing SWOT (ups)...TOWS!

TOWS ANALYSIS		
 URIGA'S DIGITAL MARKETING TOWS ANALYSIS	STRENGTHS • Solid followers' base on Facebook: + 30k fans • Good historical background • International distribution (20% of income from exports) • Reliable image ("Product of the year'98") • Authentic, old fashioned packaging • Unified content style on Instagram	WEAKNESSES • Out of date social media strategy • Lack of good UX on their website • Poor SEO optimization • Outdated point of difference: Reliable image ("Product of the year'98") • Low brand awareness among younger generation
OPPORTUNITIES • Consumers returning to "old-school" brands • Increased importance of healthy lifestyle, sustainability • Increase of UGC • Changes in digital marketing trends (new channels) • Collaborating with B2B sector	STRENGTHS -> OPPORTUNITIES • Develop new content strategy and increase user engagement • Partnerships with influencers • Embrace the current "old school" image	OPPORTUNITIES -> WEAKNESSES • Upgrade current content strategy highlighting "old school is cool" concept, focusing on younger generation • Collaboration with digital marketing agency • Website update for B2B purchase (e-shop) • Enrich communication strategy with focus on sustainability and healthy lifestyle topics
THREATS • Loss of customer base due to market changes ◦ Competition, changing habits/behavior	STRENGTHS -> THREATS • Increase audience engagement • Launch loyalty programmes	THREATS -> WEAKNESSES • Collaboration with PR agencies • Constant investments in market research

Perceptual Mapping (+ competitive analysis)



A Perceptual Map is a diagram that shows what customers think about your products and services. In addition to just your offerings, it can also show what they think about other brands, even competitors, and their products.

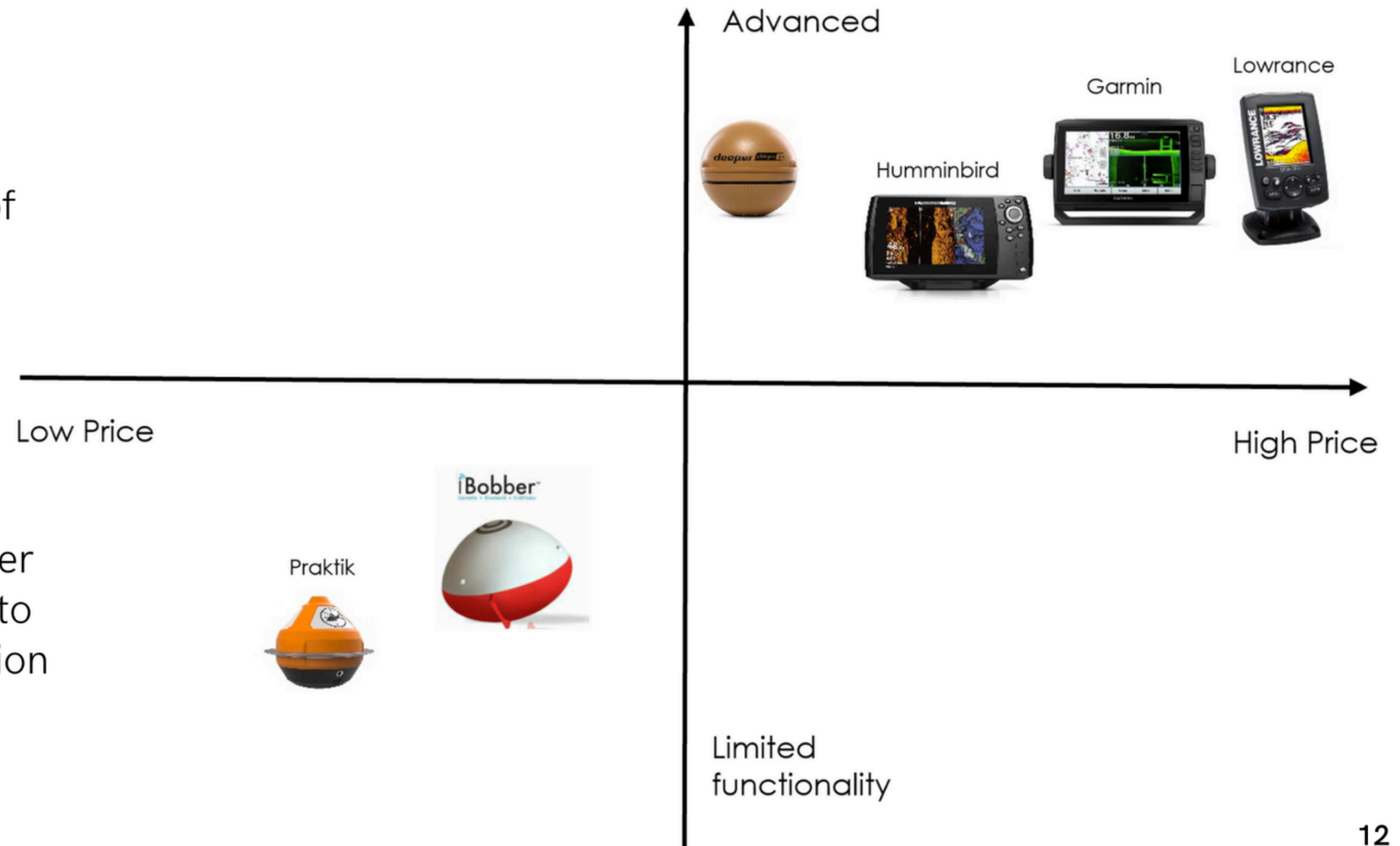
Perceptual Mapping

Deeper sonar: the advanced technology for middle price

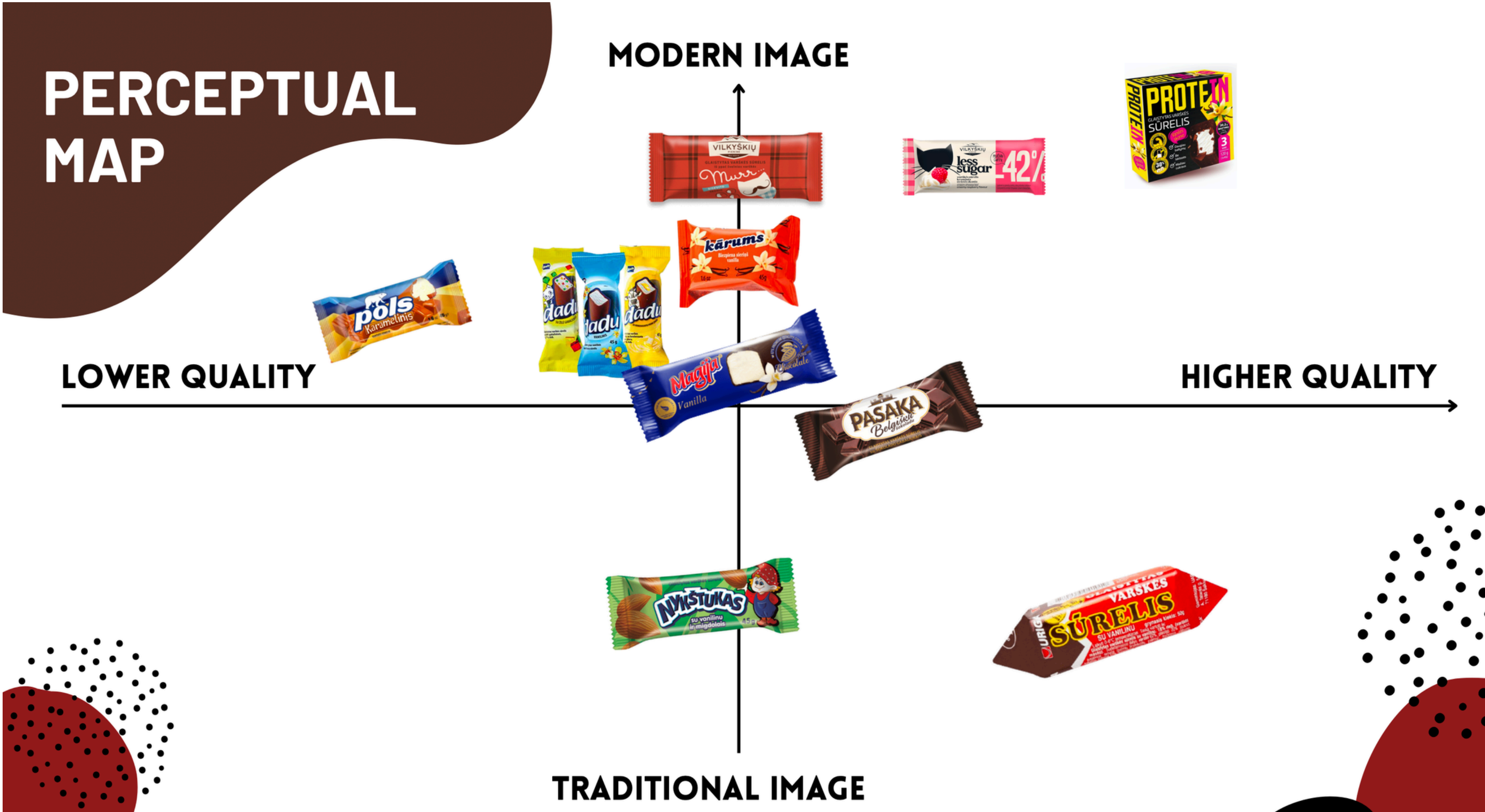
The main competitors in the segment of advanced sonars for Deeper are:

- Humminbird
- Garmin
- Lowrance

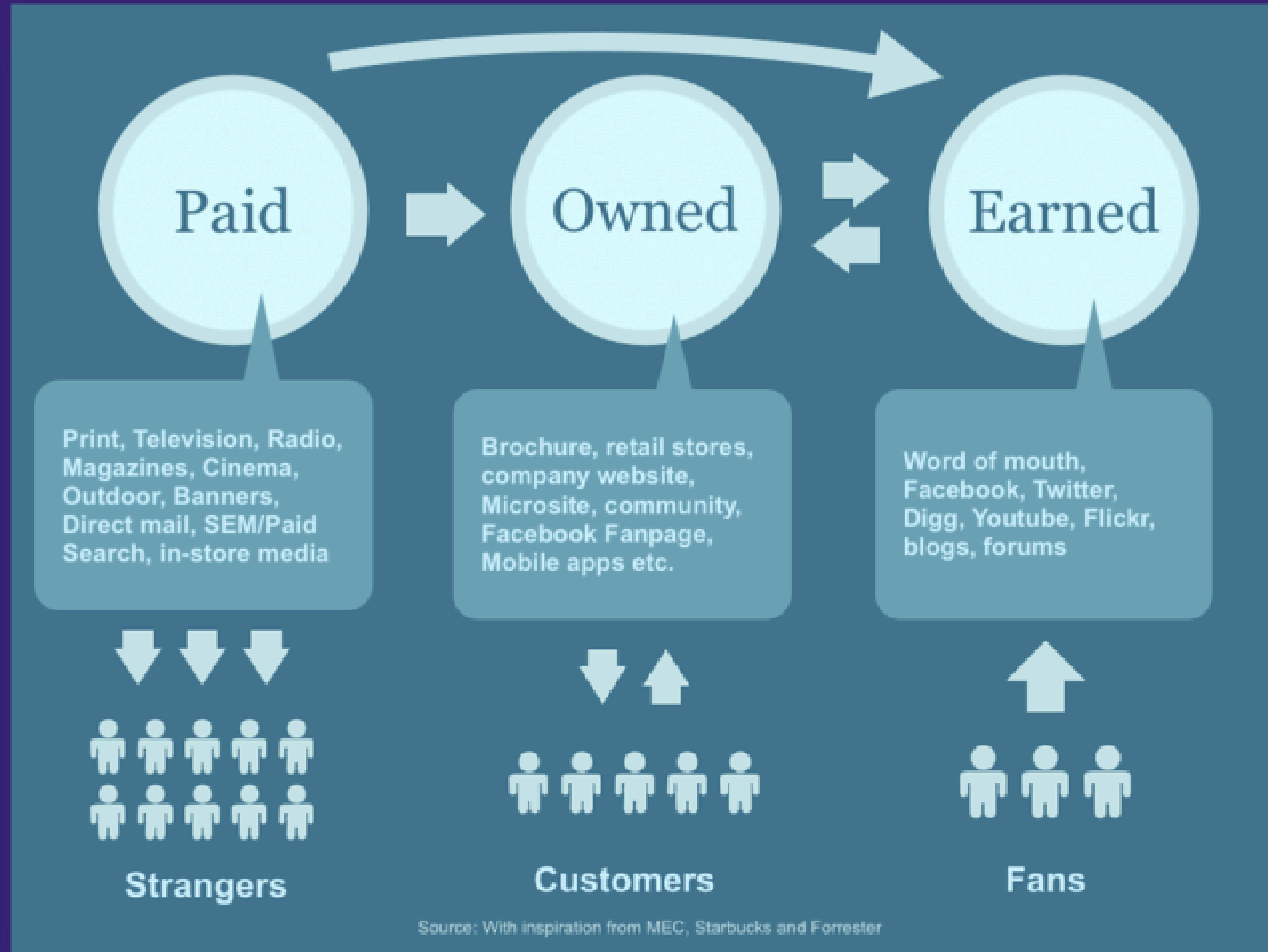
These producers provide fishing equipment of high functionality, however are not castable (can only be mounted to the boat), thus lose out in the competition for those consumers, who seek for advanced yet small, portable and convenient to hold devices as Deeper.



Perceptual Mapping



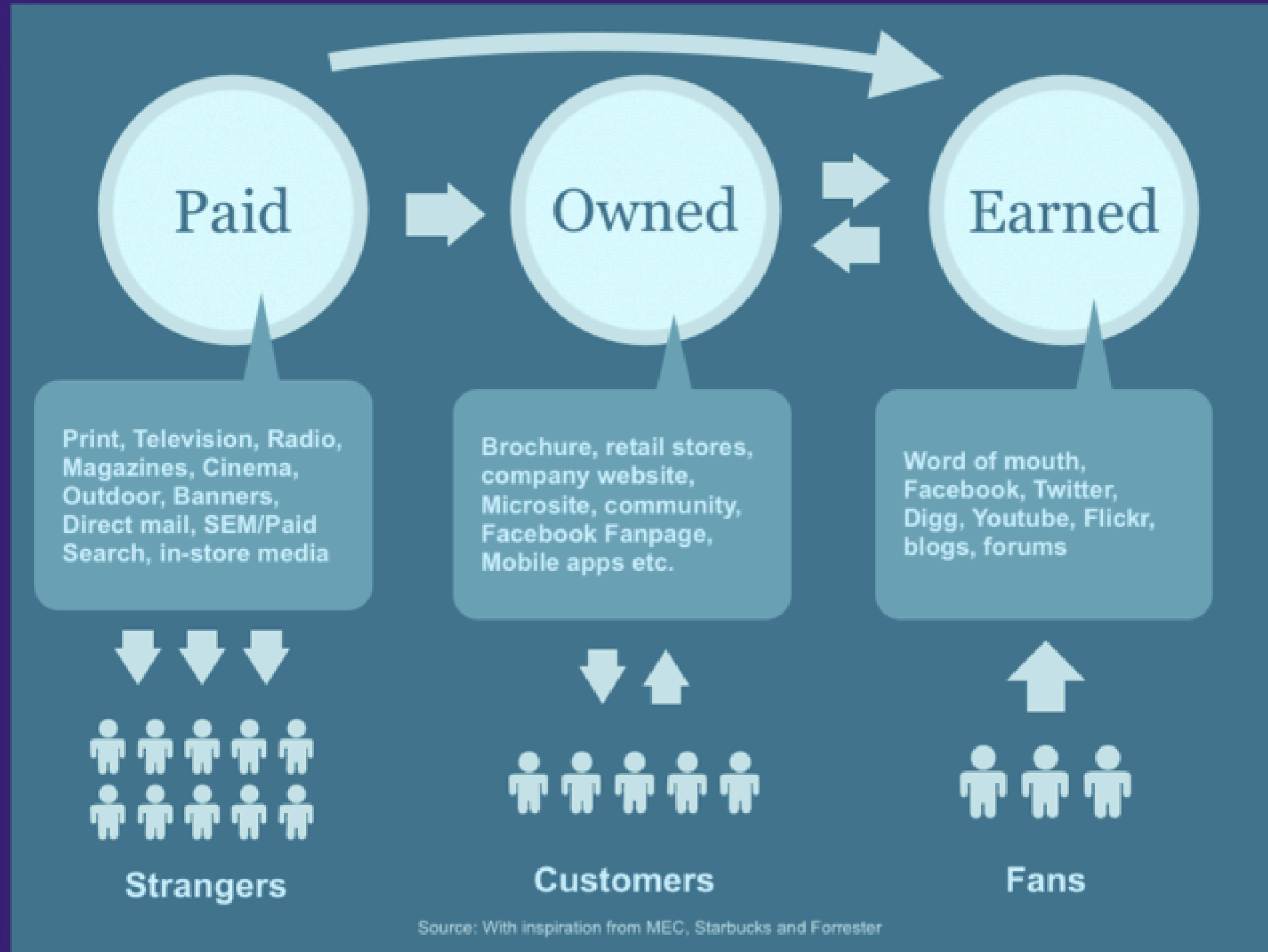
POE analize



PAID media - media that is purchased by the brand.

Channels that a company purchases to promote its product or service. This is a good way to promote content to drive earned media as well as drive traffic to owned media properties. Paid media can be done, for example, through social media, paying influencers to promote your product or service, and using video content that directs users to your own websites.

POE analize

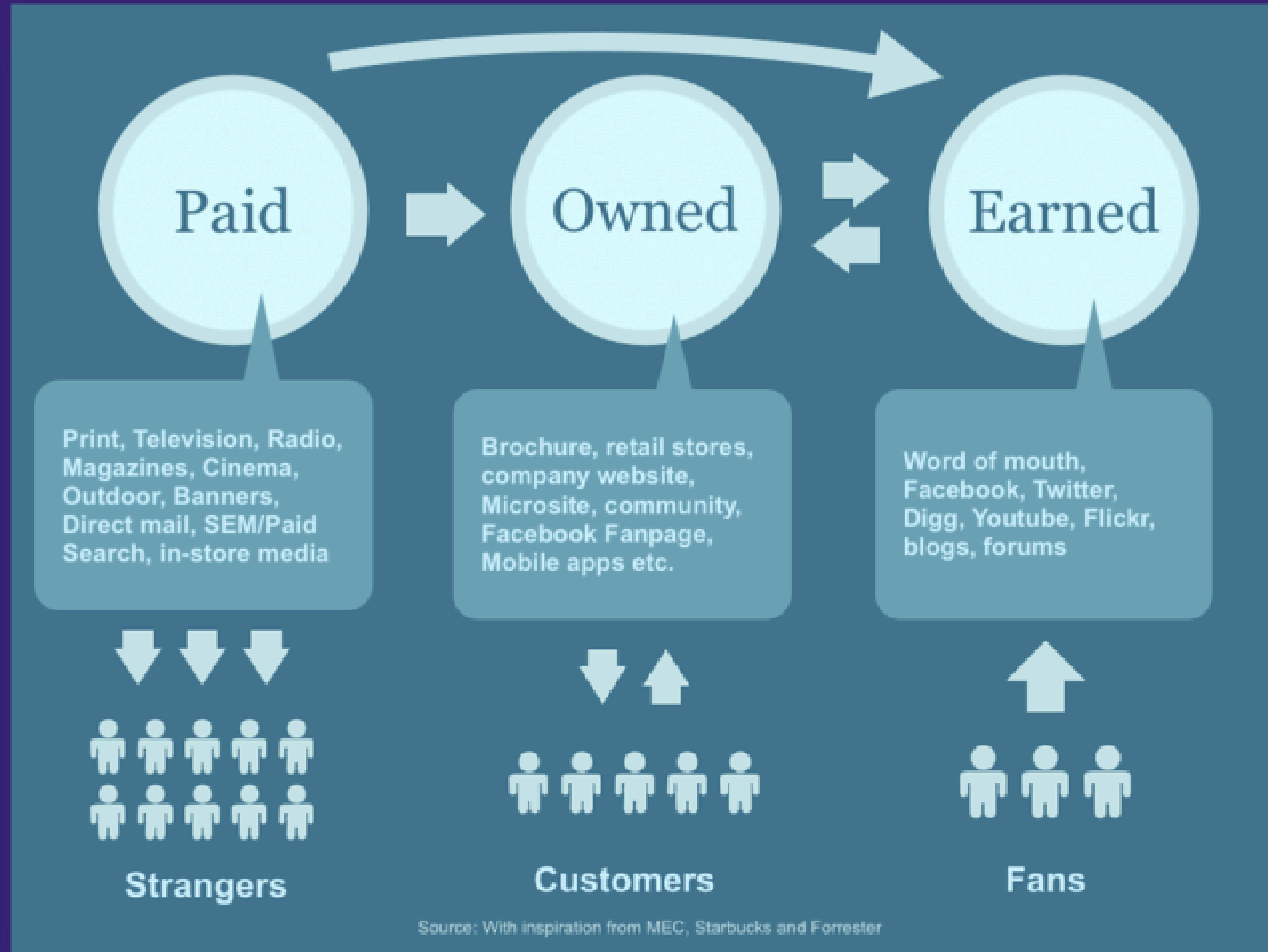


OWNED media - media owned by a company, such as a website.

Social media profiles, blogs, community groups are extensions of your brand's website. The more content you have on them, the more opportunities you have to promote your brand in the digital space.

Not all of your content will look interesting and attract users, but the more you focus on its quality, the greater the chance you will attract users.

POE analizé



EARNED media - all the media that a brand earns from its TA.

Your customers become a channel.

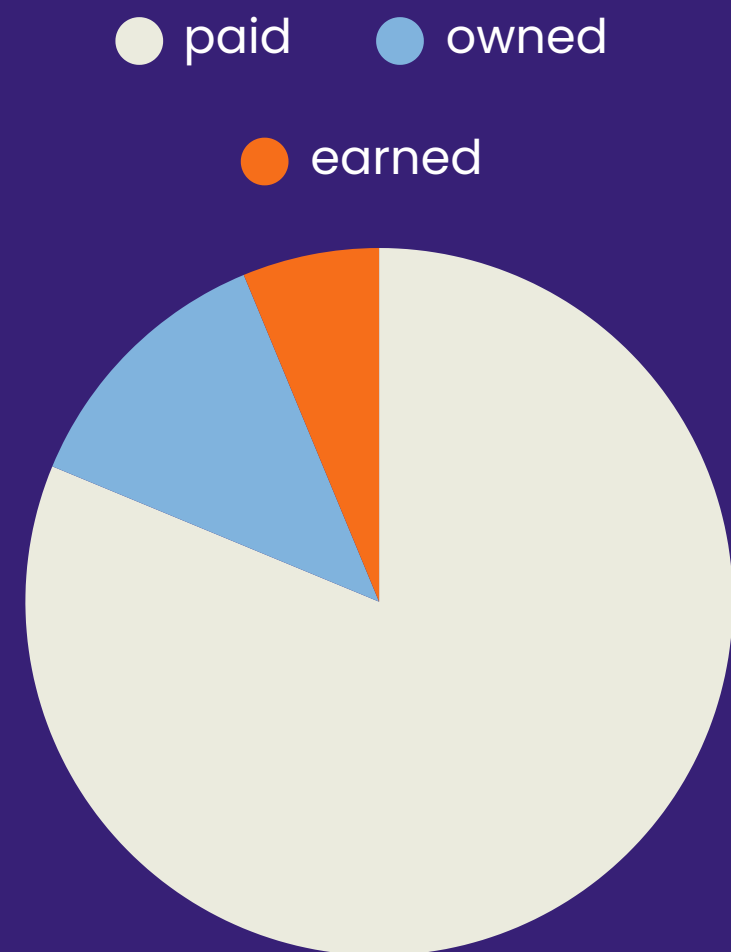
Earned media is like online word-of-mouth advertising that drives traffic and brand engagement.

It is one of the most reliable marketing channels that a company cannot fully control. Examples of earned media include high rankings in search engines, positive user reviews, and mentions on social networks such as Facebook, X, and LinkedIn.

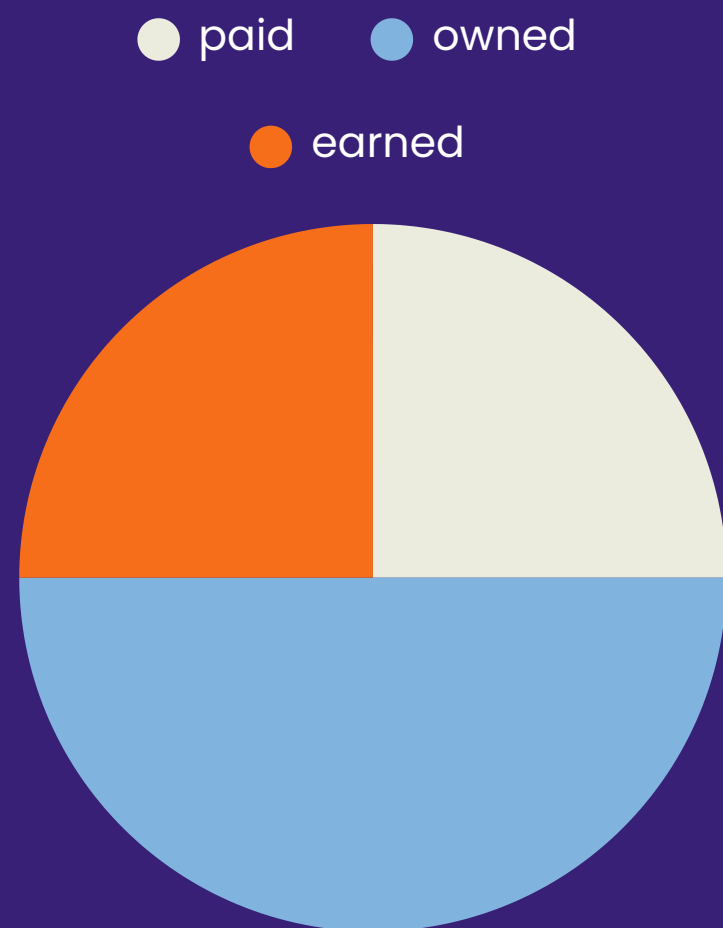
An integrated approach to online media

Media type	Definition	Examples	The role	Benefits	Challenges
Owned media	Channel a brand controls	• Web site • Mobile site • Blog • Twitter account	Built for longer-term relationship with existing potential customers and earn media	• Control • Cost efficiency • Longevity • Versatility • Niche audiences	• No guarantees • Company communication not trusted • Takes time to scale
Paid media	Brand pays to leverage a channel	• Display ads • Paid search • Sponsorship	Shift from foundation to a catalyst that feeds owned and creates earned media	• In demand • Immediacy • Scale • Control	• Clutter • Declining response rates • Poor credibility
Earned media	When customer become the channel	• WOM • Buzz • „Viral”	Listen and respond – earned media is often the result of well-coordinated owned and paid media	• Most credible • Key role in most sales • Transparent and lives on	• No control • Can be negative • Scale • Hard to measure

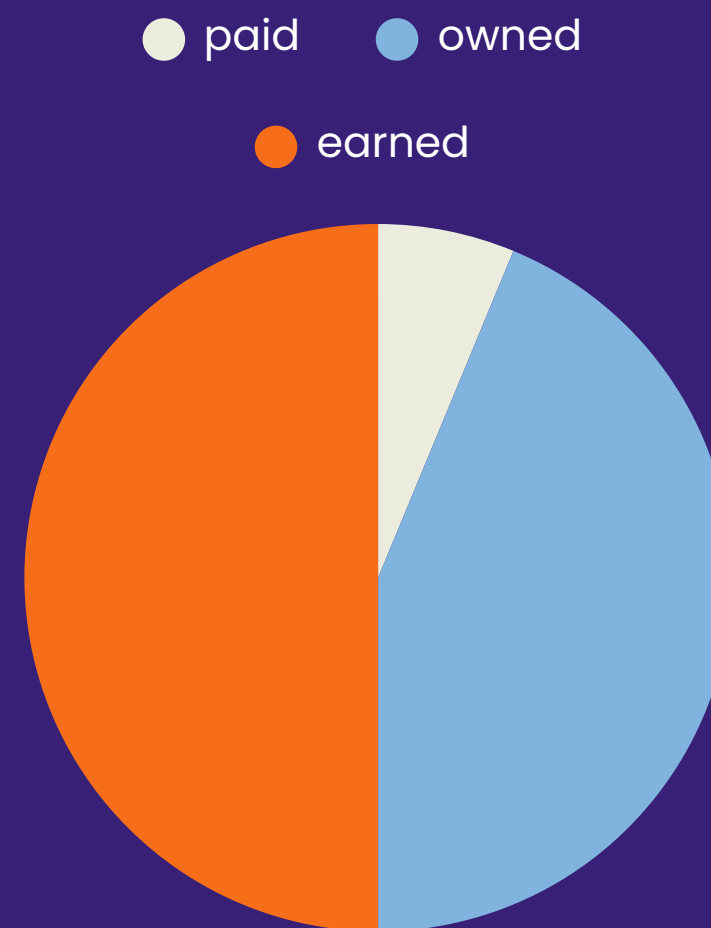
POE distribution by objectives



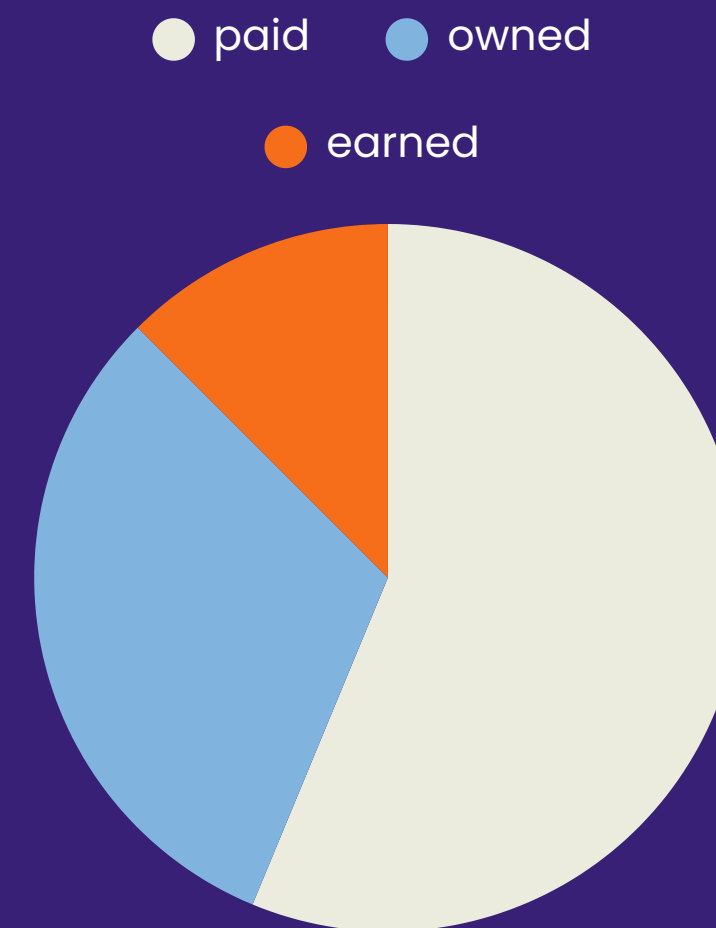
Reach coverage



Engagement



Reputation



Lead generation

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Display advertising

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Messenger marketing

Affiliate marketing

Influencer marketing

Video advertising

Audio advertising

And more

By market

B2B

B2C

By duration

Long-term

Short-term

And more

By regions

Local campaign

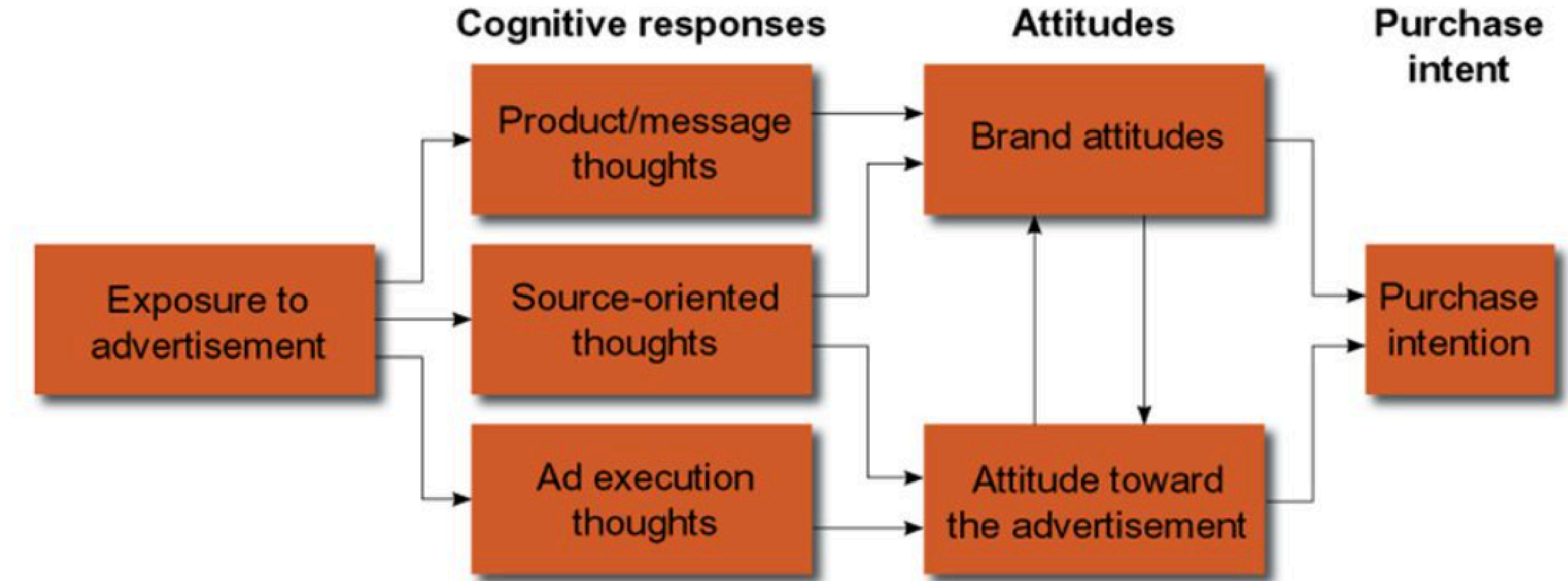
International campaign

Localization campaign

And more

The Creative Idea: how users respond?

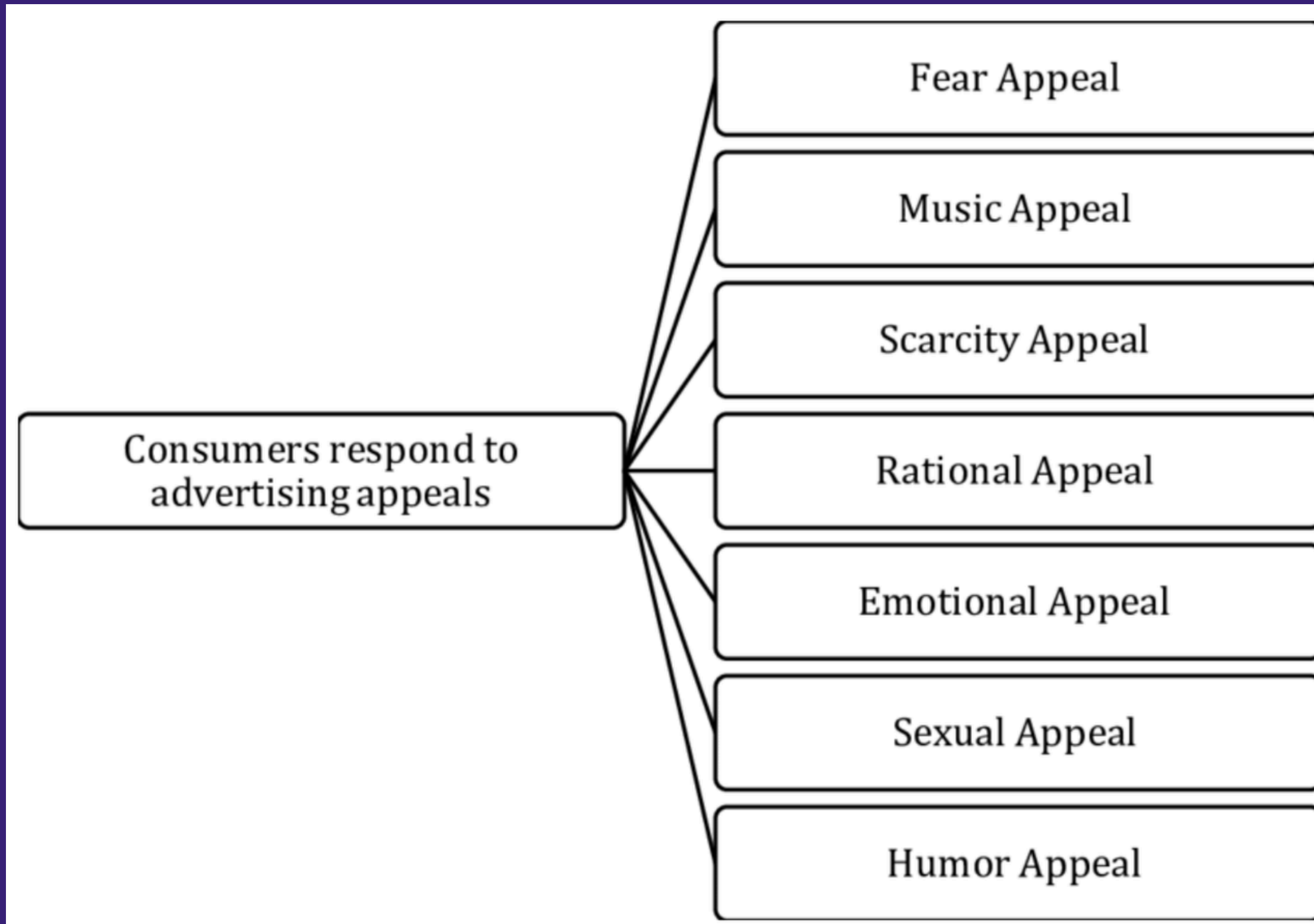
The Cognitive Response Model (*Anthony Greenwald, 1968*)



The Creative Idea: what, how and where we communicate

- Creative idea, message
- Slogan
- Tone of voice
- Visual vs. verbal identity
- Content format, channels

Advertising appeal refers to a persuasive tactic that encourages a customer to purchase a product or service. The main goal of an advertising appeal is to “hit on the consumer’s wants or needs” and motivate them to buy the product or service.



"I WON'T WEAR A **HELMET**
(PHAN DINH - MENTAL AGE 2YRS)
IT MAKES ME LOOK STUPID"

EVERY YEAR OVER 12,000 PEOPLE DIE ON OUR ROADS AND 30,000 ARE SERIOUSLY INJURED. THAT MEANS THOUSANDS OF FAMILIES LEFT PICKING UP THE PIECES. FAMILIES TORTURED BY THE LOSS OF A LOVED ONE, CRIPPLED BY REDUCED INCOME, SUDDEN NEED TO CARE FOR A RELATIVE WITH PERMANENT BRAIN DAMAGE. THE SAD TRUTH IS THAT MOST OF THESE CASES COULD HAVE BEEN PREVENTED BY WEARING A **HELMET**. WHEN YOU THINK ABOUT IT, THERE ARE NO EXCUSES.

WEAR A **HELMET**. THERE ARE NO EXCUSES.

Spare parts
for humans
are not
as original as
those for cars.

Don't Drink and Drive.

Issued in Public Interest by





CANNES LIONS 2023 FILM GOLD #PERIODSOMNIA



Watch later

Sl

use (k)



I hypnotize in #mycalvins

Calvin Klein

Abbey Lee Kershaw, Actor

A Burger King advertisement featuring a woman's profile looking at a large burger. The text "IT'LL BLOW YOUR MIND AWAY" is prominently displayed. At the bottom, there is a meal offer for \$6.25 including a BK Super Seven Incher, a Coca-Cola, and fries.

IT JUST TASTES BETTER 

**IT'LL BLOW
YOUR MIND AWAY**

   **\$6.25**
MEAL

BK SUPER SEVEN INCHER

Fill your desire for something long, juicy and flame-grilled with the **NEW BK SUPER SEVEN INCHER**. Yearn for more after you taste the mind-blowing burger that comes with a single beef patty, topped with American cheese, crispy onions and the A.1.[®] Thick & Hearty Steak Sauce.



70 years later the fire's still burning.
Flame-grilled since 1954.



70 years later the fire's still burning.
Flame-grilled since 1954.



70 years later the fire's still burning.
Flame-grilled since 1954.

Visual execution (I)



THE MOOD BOARD



MATH
SCIENTIFIC

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By market

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By regions

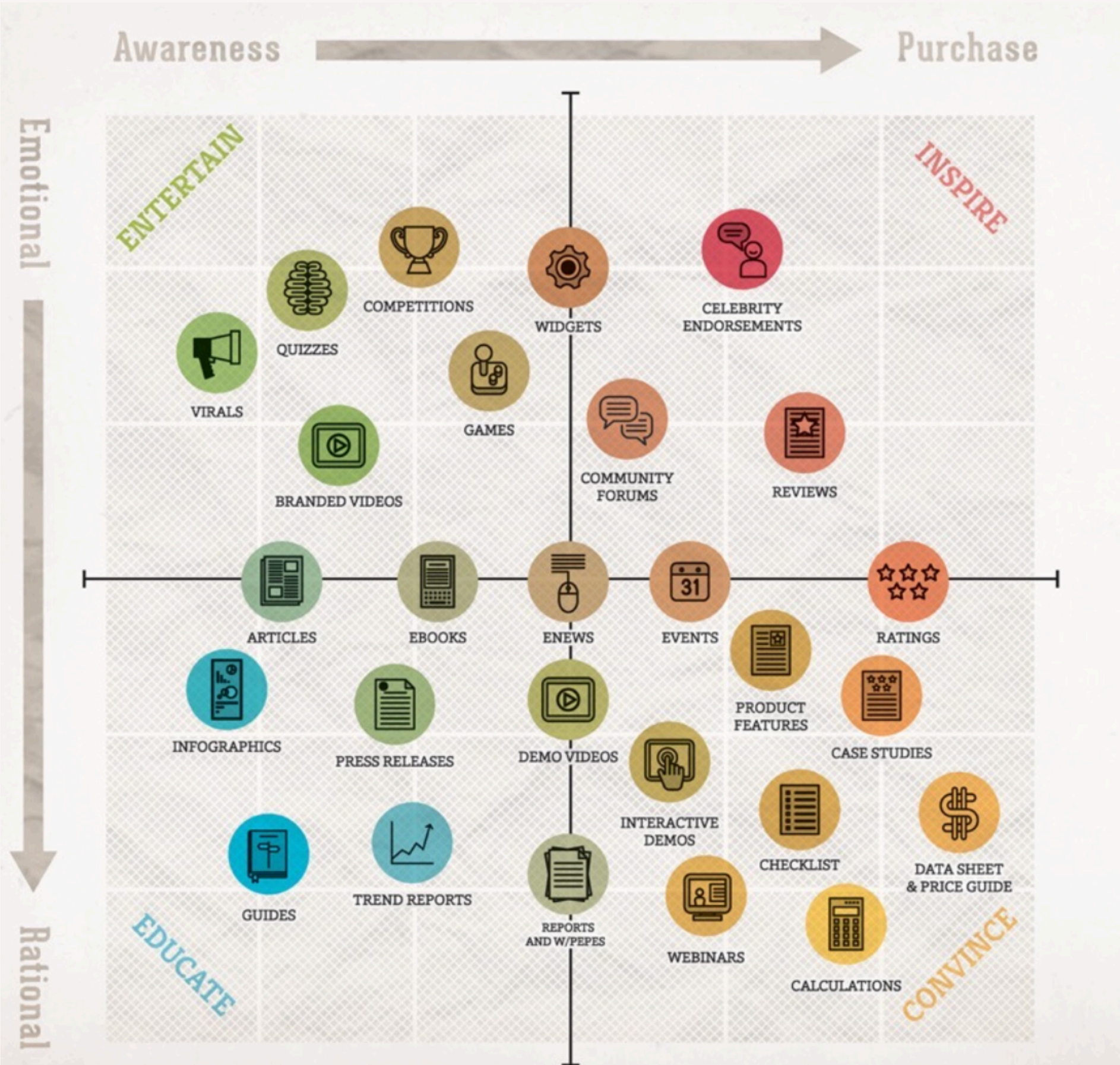
Local campaign

International campaign

Localization campaign

And more

Content Marketing Matrix



B2C Content Marketing Formats Usage



Content Mapping

		TOPIC/TITLE	CONTENT/DETAILS	KEYWORD(S)	TARGET PERSONA(S)
MONDAY					
		12 Revealing Charts to Help You Benchmark Your Business Blogging Performance [NEW DATA]	Explain importance of blogging and how to benchmark your efforts to guarantee success	business blogging, blogging benchmarks	Owner Ollie, Mary Marketer
TUESDAY					
		Top SEO Tips Straight From the Industry Experts [INFOGRAPHIC]	Highlight SEO tips through expert advice while promoting complete guide	search engine optimization, SEO	Owner Ollie, Mary Marketer
WEDNESDAY					
		How to Craft the Right Questions for Your Next Marketing Survey	Use an exceptrt from the Marketing Surveys ebook to provide readers beneficial survey best practices	marketing surveys, survey marketing	Owner Ollie, Mary Marketer
THURSDAY					

Campaign Timeline

	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6	WEEK 7	WEEK 8	WEEK 9	WEEK 10	WEEK 11	WEEK 12
Teaser outdoor campaign: branded bicycles in the most popular places in the street with sample baskets. Branded bicycles are switching locations for wider exposure. 10 bicycles per spot, Changing location every 3 days.												
Digital campaign communicating about coming soon events and MATH scientific lab												
Main event with dehydrated skin testing, recommendations from dermatologists and sample giving												
Follow-up communication after the big event: moments, video, press releases and it's promotion on FB/Instagram												
Accompanying campaign with micro-influencers' testimonials about MATH products and how they improved their skin condition												
Bicycles promotions before other citie's events (a week before the event in each city)												
Influencers inviting to the event and talking about it on their stories and feed												
3 remaining events in Rotterdam, The Hague and Uttrecht												
Accompanying campaign in 3 cities with micro-influencers' testimonials about MATH products and how they improved skin condition												

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And more

By market

B2B

B2C

By duration

Long-term

Short-term

And more

By regions

Local campaign

International campaign

Localization campaign

And more

Budgeting

Top-down

The spending limit is set by management.



Advertising budget does not exceed the set spending limit

Methods:

- Affordable method
- Arbitrary allocation
- Percentage of sales
- Competitive parity

Bottom-up

Setting advertising goals



Planned actions to achieve the set goals



Budgeted advertising costs



The entire calculated advertising budget is approved by management

Methods:

- Objectives and tasks method

Budget plan

Month	Activities	Budget	KPI
Month 1	Teaser outdoor campaign. Branded bicycles with sample baskets. Branded bicycles are switching locations for wider exposure. 10 branded bicycles.	1 000,00 €	Scans of QR codes on samples and bicycles Sign ups/reminders/registrations. Sensors showing how many people passed by
	Accompanied by a digital campaign communicating about coming soon events and MATH scientific lab	1 000,00 €	Reach of ads Link clicks from ads Micro-influencers stories views and link clicks Facebook event - reach and how many interested
	Main event with dehydrated skin testing, recommendations from dermatologists and sample giving. (skin testing equipment, product samples, dermatologists and promotional people on-site)	3 000,00 €	No. of attendees during two days no. of shares of posts on SoMe with hashtag #SplashSomceScience Newsletter sign-ups New visits to website and social media pages
Month 2	Follow-up communication after the big event: moments, video, our articles and their promotion on FB/instagram	500,00 €	Stories views Reach Engagement
	Accompanying the campaign with a press release with photos, interviews with dermatologists and the founder of MATH. Video produced internally shared on the content and will be later used in the comms of upcoming lab events.	- €	Mentions in media; contacts reached; video views;
	Accompanying campaign with micro-influencers' testimonials about MATH products and how they improved skin condition.	2 000,00 €	Stories views Reach

	Activities	Budget	KPI
Month 3	Advertising on bicycles before other cities events (a week before the event in each city)	500,00 €	Scans of QR codes on samples and bicycles Sign ups/reminders/registrations Sensors showing how many people passed by
	Digital campaign communicating about coming soon events and MATH scientific lab (Facebook, Instagram ads)	500,00 €	Stories views Reach
	3 remaining events (2000 euros per event), 1 dayduration instead of two	6 000,00 €	No. of attendees during two days no. of shares of posts on SoMe with hashtag #SplashSomceScience Newsletter sign-ups New visits to website and social media pages
	Digital campaign with micro-influencers' testimonials about MATH products and how they improved skin condition.	500,00 €	Stories views Reach

Monitoring System (control & management)

Influencer Marketing	Affiliate Marketing	Email Marketing	SEM
• ER, % (engagement rate) • impressions • clicks • viewership • subscribers • followers • conversions • conversion rate, %	• clicks • conversions, leads • conversion rate, % • AOV (average order value) • revenue vs payout • ROI / ROAS (return on investment / return on ads spend)	• deliverability rate, % • open rate, % • CTR (click-through-rate), % • unsubscribe rate, % • spam rate, % • list grow rate, %	• ROAS • CTR, % • CPA (cost per acquisition) • CPC (cost per click) • quality score • impressions • keyword performance

Monitoring System (control & management)

Mobile Marketing	Offline Marketing	Viral Marketing	SMM
• app downloads • active users (DAU, MAU) • retention rate, % • churn rate, % • UAC (user acquisition cost) • LTV (lifetime value) • ROAS	• readership • GRP, TRP (gross, target rating point) • coverage • impressions • ROI • conversions • CPR (cost per reach) • CPM (cost per mile)	• reach • ER, % • viral coefficient • viewership • impressions • conversions	• ROAS • ER, % • video completion rate, % • reach • impressions • SSoV (social share of voice) • follower growth