



Campaign Roadmap

**CAMPUS360
MARKETING.**

1. Campaign Brief



Objectives

Clearly define what you want to achieve with your campaign.

- **Lead Generation:** Specify the number or quality of leads you aim to generate.
- **Brand Awareness:** Outline metrics to measure brand visibility and recognition within your target market.
- **Market Positioning:** Establish how you want to position your brand relative to competitors.
- **Product Promotion:** Identify specific products or services you want to highlight and the sales targets associated with them.



Target Audience

Identify and document the specific student audience you're targeting.

- **Demographics:** Define the age range, educational level (1st, 2nd and/or 3rd Year Students).
- **Pain Points:** Understand the challenges students face, such as financial constraints, academic pressures, or the need for career development.
- **Gender:** If relevant, consider gender-specific content or offers that may appeal differently to male and female students.



Theme

Your campaign's theme should resonate with the student audience and align with their values and aspirations. It's the overarching idea that ties together all elements of the campaign:

- **Messaging Style:** Decide on a tone and voice that speaks directly to students (e.g., relatable, supportive, empowering).
- **Visual Style:** Choose a visual aesthetic that appeals to students, such as vibrant colors, modern design elements, and imagery that reflects student life.
- **Key Message:** Develop a central message or slogan that encapsulates the theme and speaks to students' needs and goals.



Copy and CTA's

Your campaign copy is the narrative that will communicate your message to students. Document the key elements of your copywriting strategy.

CTAs are critical in guiding students toward the desired action. Each CTA should be clear, compelling, and aligned with your campaign objectives.

- **Primary CTAs:** Drive the main actions you want students to take
- **Headlines:** Create attention-grabbing headlines that resonate with students' goals and challenges.
- **Subheaders:** Use subheaders to elaborate on the headline and introduce supporting points that matter to students.
- **Body Copy:** Write clear, concise, and engaging content that addresses students' pain points and offers valuable solutions.
- **Value Proposition:** Clearly articulate how your email marketing service benefits students, such as providing exclusive offers, study resources, or career advice.

2. List Building



Segmenting Our Lists

When we work on your campaign, our first priority is to fully understand your brief.

We take the time to deeply explore your objectives, target audience, and key performance indicators to ensure we're aligned on your vision of success.

With this insight, we carefully segment our email list to match your campaign objectives. By pinpointing the right audience segments—whether by demographics, behavior, or interests—we make sure your messaging is highly relevant and resonates with your recipients, leading to stronger engagement and more impactful results.

3. Template Configuration



Configuring Email Templates

When configuring templates for your email campaign, we prioritize creating designs that are visually appealing and true to your brand identity. We start by working with you to incorporate your brand colours, fonts, and overall style, ensuring that every template aligns with your brand's look and feel.

Our goal is to craft templates that not only reflect your campaign's objectives but also engage your audience effectively.

By tailoring each template to your specific needs and audience preferences, we enhance the effectiveness of your email campaign and drive better engagement with your content.

4. Launch Campaign



We Launch Your Campaign

Launching your campaign involves a comprehensive process to ensure everything is set for success. We begin by finalizing all campaign components, including email templates, content, and recipient lists. Once everything is prepared, we schedule and execute the launch, sending your emails according to the planned timeline.

Our team closely monitors the initial results to ensure smooth delivery and identify any immediate issues. We track key metrics such as open rates, click-through rates, and conversions to gauge the campaign's performance. By providing real-time insights and adjustments as needed, we ensure your campaign starts strong and achieves the best possible outcomes.

5. Reporting and Review



Final Campaign Reporting

After your campaign concludes, we prepare a post-campaign results deck to evaluate its performance. This includes detailed reporting on key metrics such as open rates, click-through rates, conversion rates, and overall engagement.

We analyze the data to assess what worked well and identify areas for improvement. The results deck provides actionable insights and recommendations for future campaigns, helping you understand the impact of your efforts and refine your strategy moving forward. This thorough review ensures you have a clear picture of your campaign's effectiveness and guides enhancements for better results in the future.