



MARKETING CAMPAIGN BLUEPRINT

A MARKETER'S GUIDE TO RUNNING
PROFITABLE MARKETING CAMPAIGNS



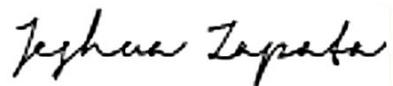
INTRODUCTION

“If you fail to plan, you’re planning to fail.” – Benjamin Franklin

As a time-starved executive responsible for lead, customer, and partner engagement we all know that planning is a critical component of WINNING. However, sometimes we find ourselves in the endless cul-de-sac of activities with no alignment to our marketing & sales objectives. **Why?** We either don’t have a plan or the commitment to drive that plan forward to our desired destination.

“63% of B2B marketers don't have a documented content marketing strategy.” – 2018 B2B Content Marketing Report

In order to minimize the potential for marketing & sales failure, we created the *Marketing Campaign Blueprint* with strategies to help drive your specific product/service promotion. We’ll start with a high-level checklist. As you dive deeper into this guide you will find key tips on **strategy, execution, and intelligence**, the 3 pillars of our marketing programs.



Jeshua Zapata, *President*



MARKETING CAMPAIGN CHECKLIST

I.	STRATEGY	TASK	DUE DATE	DONE
1	Target	I have identified my target audience and individual segments? (Page 5)		<input type="checkbox"/>
2	Goals	I have clear key performance indicators that outline success? (Page 6)		<input type="checkbox"/>
3	Competition	I understand how my product or service messaging is different from my competitors? (Page 7)		<input type="checkbox"/>
4	Offers	I have an irresistible offer that my target would be a fool not to engage with? (Page 8)		<input type="checkbox"/>
5	Automation	I have the right technology, workflows, and automation to drive campaign engagement? (Page 9)		<input type="checkbox"/>
II.	EXECUTION			
6	Call	I have the proper phone scripts to communicate our offer to our target audience? (Page 11)		<input type="checkbox"/>
7	Text	I have consistent text marketing automation to immediately engage our target? (Page 12)		<input type="checkbox"/>
8	Email	I am leveraging marketing automation and have email workflows based on engagement? (Page 13)		<input type="checkbox"/>
9	Social Media	I have consistent social posts related to my product or service promotion? (Page 14)		<input type="checkbox"/>
10	Direct Mail	I am leveraging direct mail to interrupt and engage our target? (Page 15)		<input type="checkbox"/>
11	Paid Ads	I am using search ads for our target to find us, and remarketing to follow un-engaged contacts? (Page 16)		<input type="checkbox"/>
12	Blog	I am writing blogs to educate our target and help drive traffic toward our offers? (Page 17)		<input type="checkbox"/>
III.	INTELLIGENCE			
13	Analytics	I set up dashboards and behavior goals to track campaign metrics? (Page 19)		<input type="checkbox"/>
14	Reporting	I know what success looks like and have a list of ideas on what to do if my campaign overperforms or underperforms? (Page 20)		<input type="checkbox"/>

STAGE 1: **STRATEGY**

PLOTTING YOUR PATH TO PROFITABLE GROWTH

To achieve (and surpass) your marketing & sales goals, you need to gain new insights into your market, competitors, customer needs, and emerging trends. To truly captivate and convert doesn't come easy. Before you deliver the elements needed to fuel growth, you must dig deeper to uncover what makes your target audience tick.

Topic Covered in this Section



1. Target
2. Goals
3. Competition
4. Offers
5. Automation

1. TARGET

IDENTIFY YOUR TARGET PERSONA

How well do you know your customers? Understand your ideal buyers before launching a campaign so you can target them correctly. If you focus your messaging to one target persona, you will build trust, establish confidence, and drive sales.

Define the Following For Your Target Persona:

1. Personality type
2. Region or location
3. Job title
4. Interests
5. Communication behavior
6. Purchasing behavior
7. Goals for using your product or service
8. Challenges or issues they need to resolve
9. Common questions about your solution
10. How your company can help

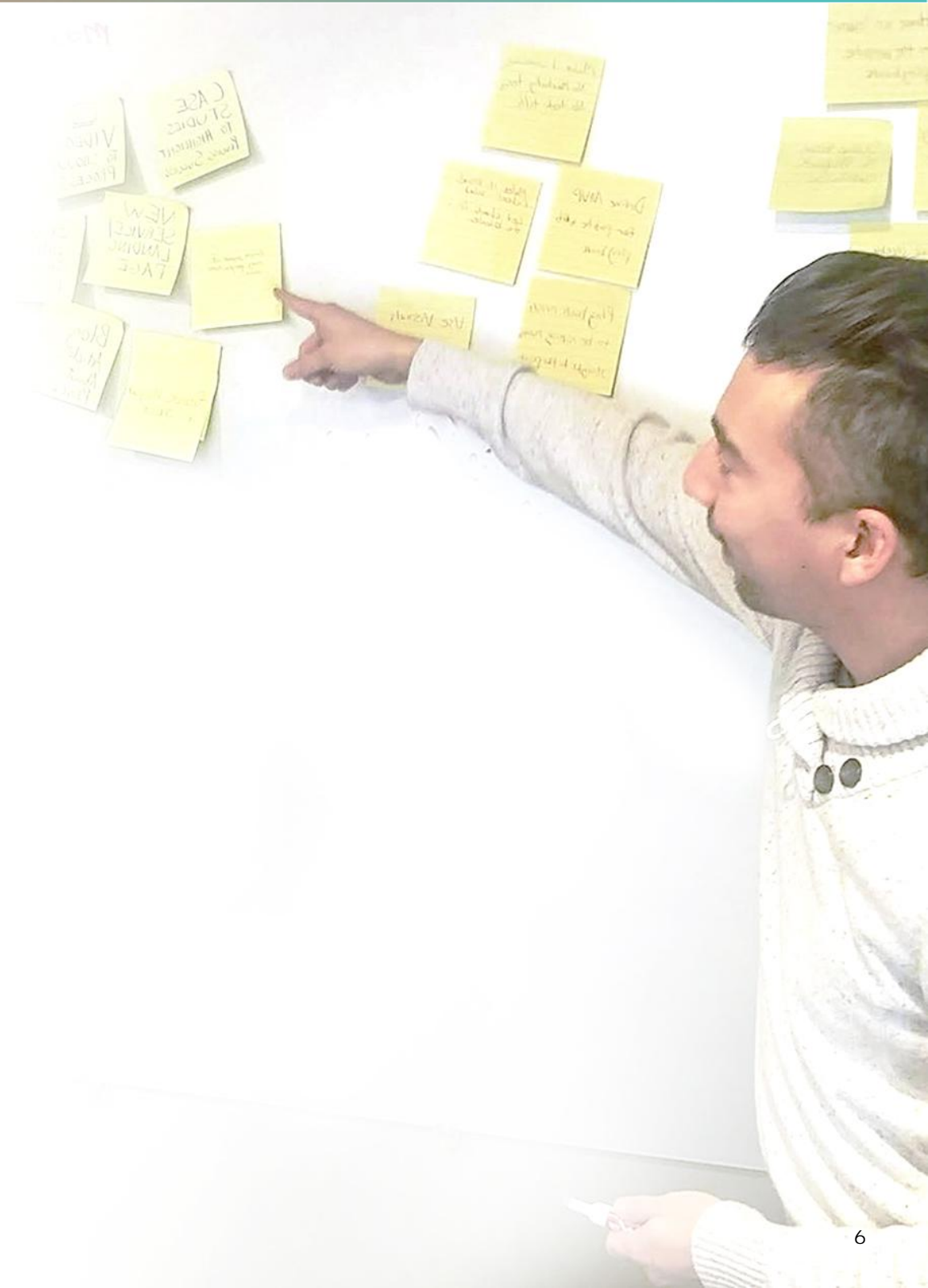


Age Group	Gender	Percentage of respondents who believe that the U.S. should take action to reduce global warming
18-29	Male	~85%
	Female	~90%
30-49	Male	~80%
	Female	~85%
50-69	Male	~75%
	Female	~80%
70+	Male	~65%
	Female	~70%

II: B I f f i l

1. # of Quotes Requested
2. # of Tracked Phone Calls
3. # of New Customers
4. % Lead to Customer Conversion
5. \$ Cost Per Acquisition

1. Website Traffic
2. New Leads
3. % Traffic to Lead Conversion
4. \$ Cost Per Lead
5. Social Interactions & Follows



3. COMPETITION

STUDY THE COMPETITION

Competitor research is key to your brand's success because it allows you to identify industry trends and adapt your marketing campaigns to out-compete rivals in a crowded market. It's your goal to differentiate your product/service, create value for your customers, and provide potential buyers with a clear choice.

Competitor Research Tips:

1. Search the keywords associated with your product/service and see who ranks on page one
2. Gather intelligence on business rivals by visiting their website and social media profiles
3. Understand how competitors position their brand and products
4. Ask your customers which competitors they considered during their research process
5. Put yourself in the shoes of a customer to identify what you like and what you don't like
6. Look to industry leaders for inspiration and ideas you can incorporate



4. OFFERS

OFFERS THEY CAN'T REFUSE

Without a strong offer, website visitors will not convert. Offers are also a critical tool for nurturing existing contacts into a state of mind where they are ready to buy and engage.

Tips to Create a Compelling Offer:

1. Keep your objectives or offers simple and clear
2. Always have a strong call-to-action
3. Create landing pages specific to the offer or proposition
4. Keep forms short, only ask for what you need
5. Potential Offer Types:
Ebooks, Guides, Webinars, Testimonials, Case Studies, Free Tools, Free Trials, Product Demos, Consultations, Coupons, Discounts, and Limited Availability.



5. AUTOMATION

PLAN YOUR MARKETING AUTOMATION

Automate repetitive tasks that are currently being done manually to add efficiency, accuracy, and accountability back into your company processes. Utilize a marketing automation tool or connect your website and customer relationship management software (CRM) with technology that can automate repetitive tasks. Popular marketing automation tools include Zapier, Marketo, Act-On, and HubSpot.

Must Have Workflows:

1. Create a sales rep workflow - an email or text notification when a contact views specific offer pages or materials on your website
2. Fulfillment workflow - trigger notifications to your team when a customer makes a purchase or fills in a quote request form
3. Upsell workflow - trigger an email follow up 1 week/1 month after a customer makes a purchase
4. Customer success workflow - auto generated email to engage customers with helpful guides, content, or suggestions



STAGE 2: **EXECUTION**

UNSTOPPABLE MARKETING TO CONVINCE & CONVERT

Create sales and marketing content that positions your product or service as the solution to your buyer's biggest problems. Whether it's emails, blogs, social, or direct outreach, your compelling messaging should always aim to cut through the noise to beat your competition.

Topic Covered in this Section



- 6. Call
- 7. Text
- 8. Email
- 9. Social Media
- 10. Direct Mail
- 11. Paid Ads
- 12. Blog(s)

6. CALL

CONVERSATIONS CLOSE DEALS

If your business has a lengthy sales process, you know the importance of having conversations with your customers about their problems and your potential solutions. Ensure that your campaign includes phone follow-ups to bridge the gap between marketing and sales. Also develop consistent scripts that your team can leverage to close more deals.

Top Call Tips:

1. Calling is more personal and gives you a chance to break the digital communication barrier
2. Calling gives you better information and lets you address questions from your potential buyer
3. Calling improves your ability to sell because it associates a person behind the company
4. Calling isn't annoying if your lead is interested - In fact, it shows that you have the time and attention to be proactive and helpful



7. TEXT

A DIRECT LINE TO YOUR CUSTOMERS

While your customers and partners may feel more comfortable opting into an email newsletter, the ones that choose to opt into your text message marketing will open and read at a significantly higher rate. “82% of text messages are read within 5 minutes, but consumers only open 1 in 4 emails they receive.” ([2018 Esendex Research Report](#))

Top Texting Tips:

1. Leverage text message automation as part of your communication sequence
2. Segment your customers for targeted promotions
3. Keep it short, Ask questions
4. Create a clear call-to-action: “Click Here” or “Coupon Code for Next Order”
5. Only send texts between 8am and 9pm
6. Get customers to opt-in by sharing your sign up method via all of your marketing channels
7. Set the right frequency expectations when they sign up
8. Create unique messages or offers for you best customers



8. EMAIL

EMAIL MARKETING IS EFFECTIVE, IMMEDIATE, AND MEASURABLE

Competition for inbox attention is higher than ever, but email marketing is still an efficient way to generate leads at a reasonable cost. Inboxes are full of marketing emails because they drive revenue for businesses.

Top Email Tips:

1. Nurture customer relationships and increase engagement with your prospects by making them aware of your brand's product/service offerings
2. Test and analyze email marketing campaign results
3. Use marketing automation to categorize and follow up with your most active leads
4. Increase your subscriber list by positioning your email list benefits to your customers
5. Segment your signup lists and your contact database so you can create more targeted messaging
6. Send highly personalized emails with smart content or personalized fields



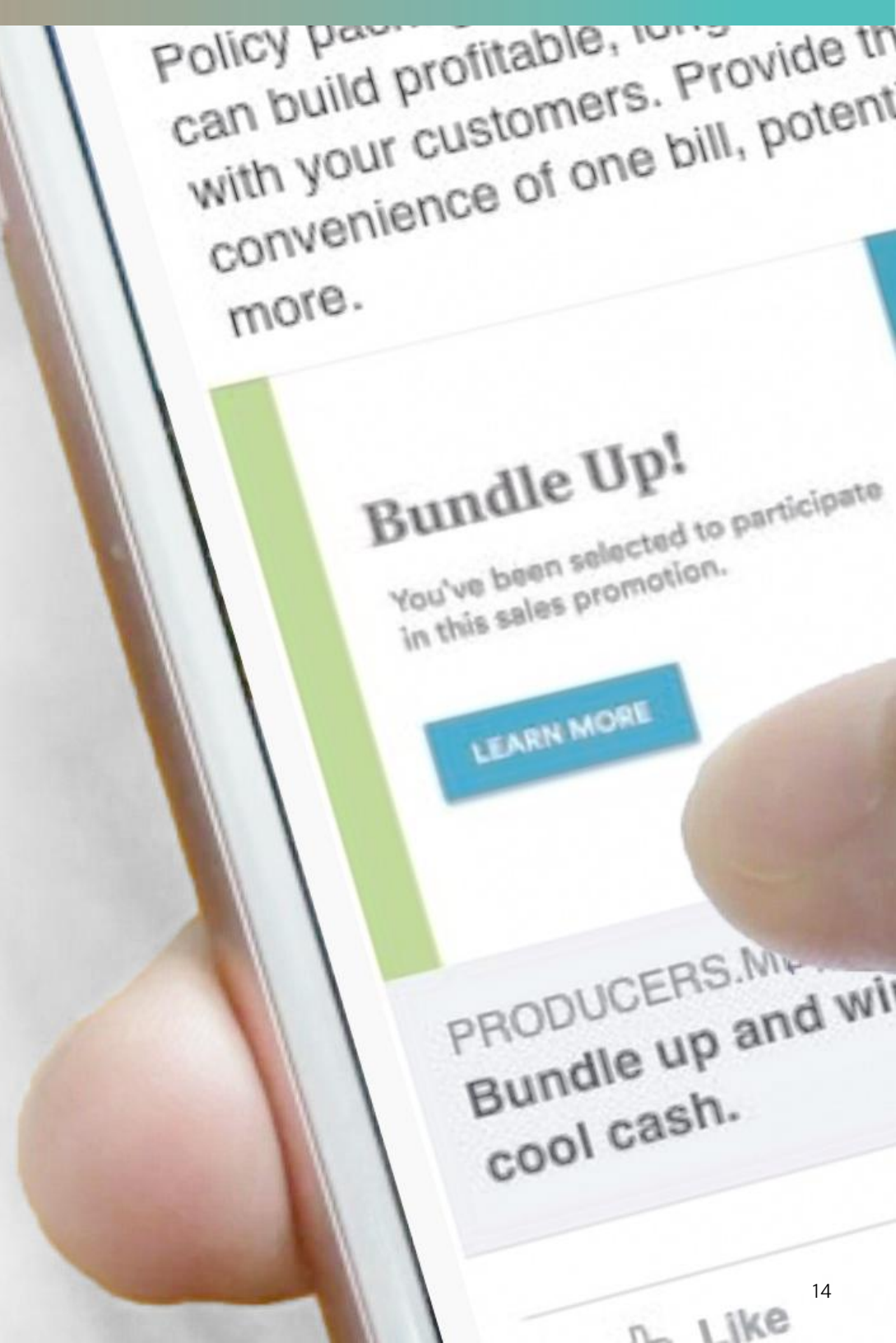
9. SOCIAL MEDIA

SHARE IT ON SOCIAL

Social media isn't just for B2C companies anymore. Regardless of your industry, your brand should be fully invested in social media marketing. Always focus on follower engagement. Otherwise, you'll miss the opportunity to connect with real customers, which can seriously hurt your bottom line.

Top Social Media Tips:

1. Focus your attention on the social channel that performs best, but don't forget to post on all available social channels
2. Promote your blog posts, marketing content, team wins, news updates, and product offers to drive traffic to your website
3. Always add an image or video to your social posts
4. Turn quotes and stats from your blog posts into share worthy images
5. Questions perform well because they prompt comments from followers



10. DIRECT MAIL

NO JUNK MAIL FILTERS

Direct mail marketing is making a resurgence. Email and online ads are fastly becoming overcrowded channels, which makes it hard for companies to stand out from their competition. As a result, there is a new appreciation for direct mail.

Top Direct Mail Tips:

1. Use direct mail automation software to speed up the production process and get detailed tracking and reports
2. Keep direct mail design simple and straightforward
3. Oversized direct mail pieces stand out from the crowd
4. Get creative by adding unique folds to the design
5. Add unique trackable phone numbers or web URLs
6. Create coupon codes that are specific to the mail recipient
7. Use personalization technology to create higher open rates
8. Send targeted direct mail to existing customers



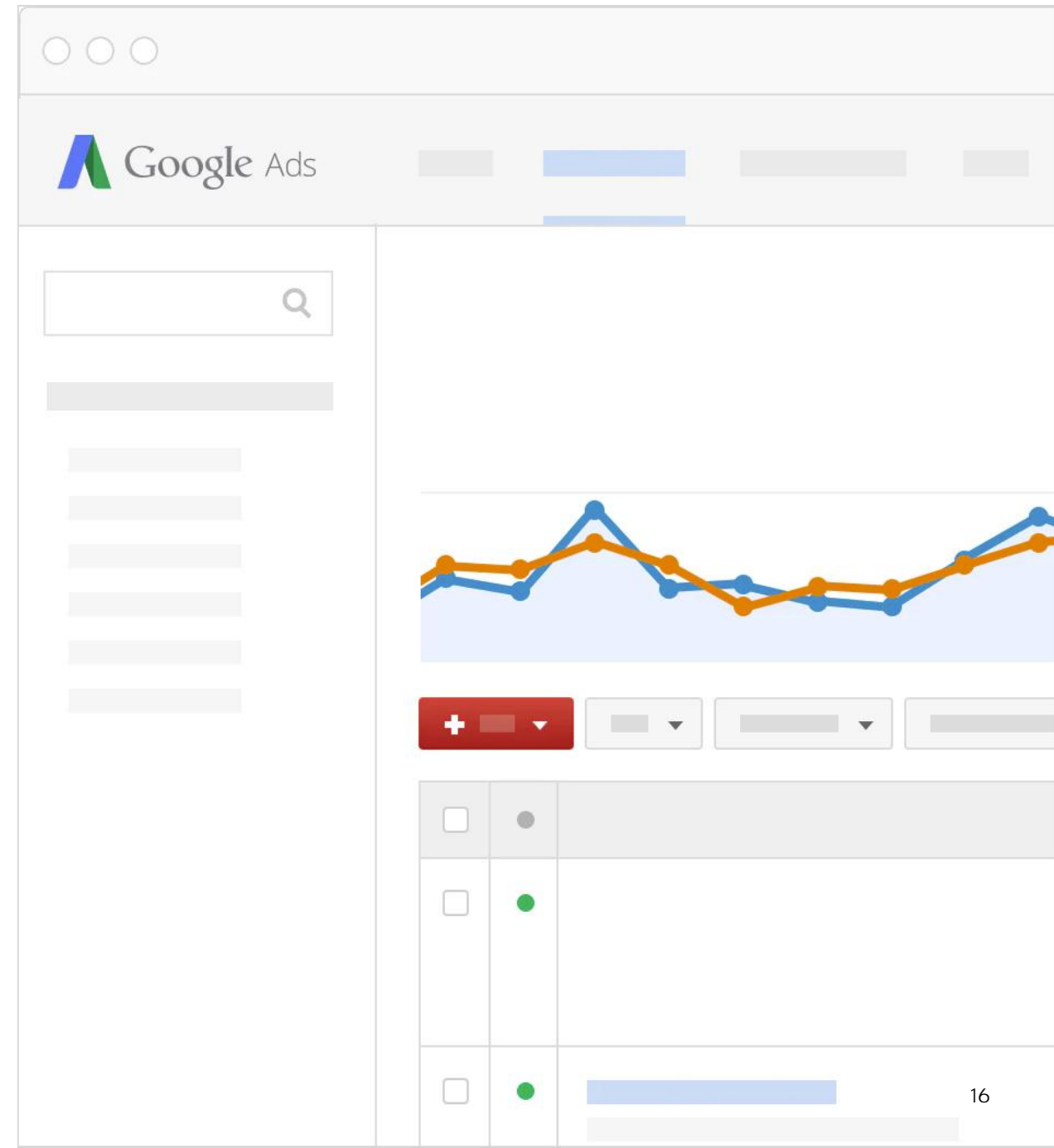
11. PAID ADVERTISING

CONSIDER GOOGLE ADS AND SOCIAL ADS

Paid ads are a great way to drive immediate traffic to your product offers and grab the attention of new leads and unsure buyers. SEO and content marketing are important strategies, but these are long term approaches to develop trust and brand recognition. You need sales today! And paid advertising is the answer.

Top Paid Ad Tips:

1. Know your target market so you can segment your ads properly
2. Use remarketing to target and encourage buyers to return to your website
3. Make sure your offer or landing page is related to your ad copy
4. Your homepage is not a valid landing page
5. Use eye catching creative elements: language, graphics, and video
6. Pay attention to cost per click, impressions, and click through rate
7. Social ads are more successful when you offer free information or materials
8. Google ads work best for the leads who are in the final stages of the buyer's journey



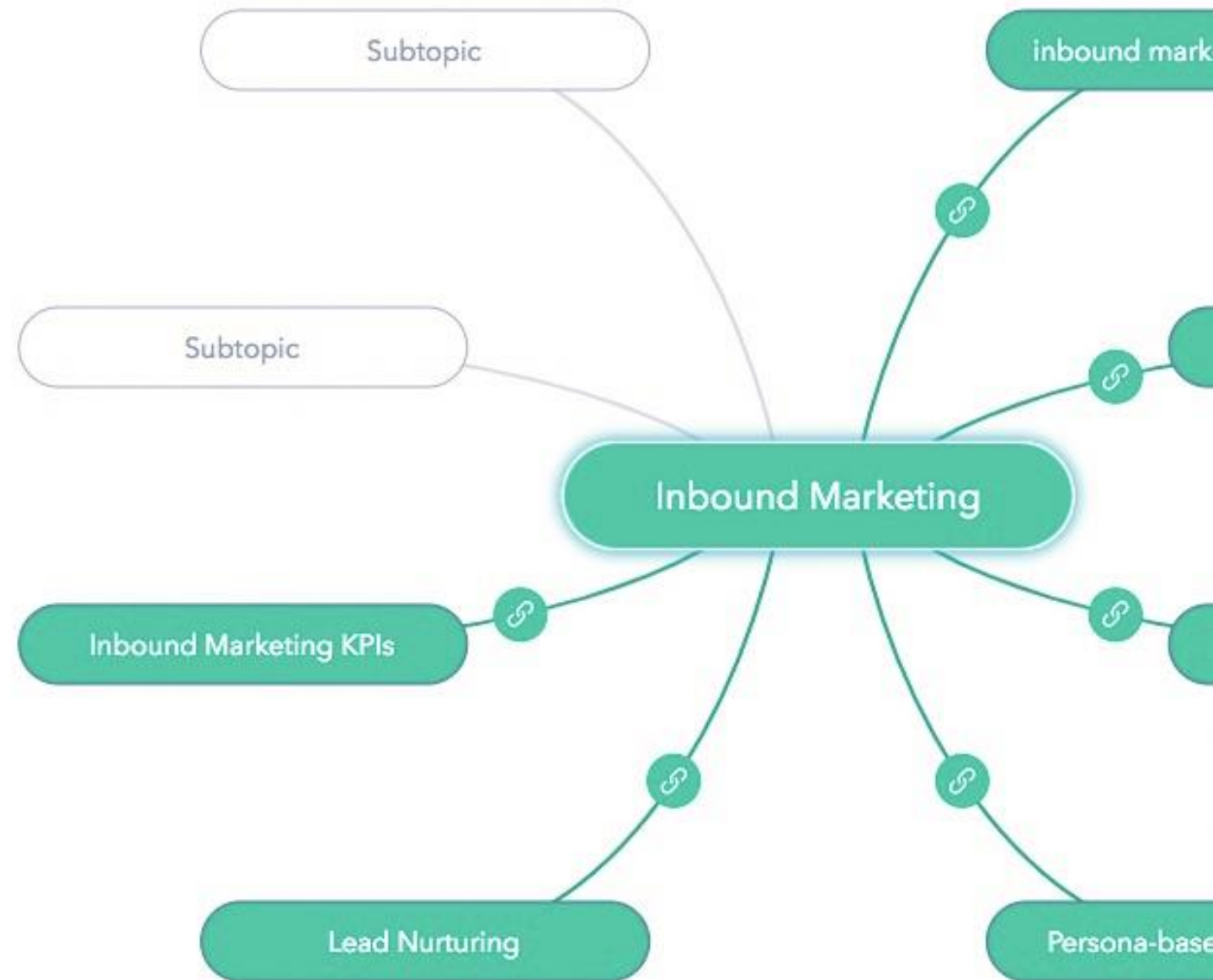
12. BLOGS

ALWAYS BE BLOGGING

Blogs serve multiple functions for your brand. They increase your SEO around the keywords that matter to your business, they attract and inform new leads, and they serve as educational sales material to sway potential buyers. Explain why you're the expert and why you're passionate about what you do.

Top Blogging Tips:

1. Create an editorial calendar that focuses on key products/services in your company
2. Address your customer's problems or pain points when you write
3. Educate and inform readers about topics they struggle with
4. Answer common customer questions through in-depth articles
5. Write consistently because your goal is to increase the amount of contextual online information for which your brand is known

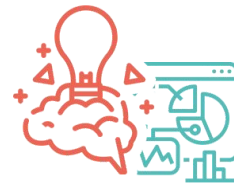


STAGE 3: INTELLIGENCE

MINE INSIGHTS WITH ACTIONABLE AND ACCESSIBLE DATA

Data is one of the most valuable assets you have, but simply having it is not enough. What separates the winners from the losers is the ability to translate data points into practical intelligence.

Topic Covered in this Section



- 14. Analytics
- 15. Reporting

13. ANALYTICS

TRACK BEHAVIOR AND OPTIMIZE

How are visitors finding you online and what are they doing when they arrive? Tracking URLs, user demographics, and user behavior should be a mandatory part of your modern marketing campaign.

Key Items to Track:

1. Acquisition - Examine how your website acquires users. How many? From where?
2. Behavior - How do users behave on your site? Understand if users are completing the behaviors you want them to complete. Without this information, it's almost impossible to evaluate the effectiveness of your online business.
3. Conversion – Do users take a desired action on your site? Are they clicking, buying, and making inquiries?



14. REPORTING

REPORT ON YOUR RESULTS

Hard work shouldn't go unmeasured. You set goals at the very beginning; now it's time to celebrate your success. If you saw great results, try to repeat similar methods in your next marketing campaign. If your results aren't positive, you can use this time to investigate what failed and why.

Key Items to Include:

- 1. Monthly marketing and sales goals
- 2. Current marketing strategy overview
- 3. Activity summary highlights
- 4. Traffic metrics and conversion metrics
- 5. SEO keyword overview
- 6. PPC metrics
- 7. Social follows and engagement
- 8. Leads created via marketing
- 9. Goals and ideas for future campaigns

<input checked="" type="checkbox"/>	SOURCE	SESSIONS	CONTACT CONVERSION RATE	NEW CONTACTS	CUSTOMER CONVERSION RATE	CUSTOMERS
<input checked="" type="checkbox"/>	Organic search	22,837	0.83%	190	5.79%	11
<input checked="" type="checkbox"/>	Direct traffic	20,631	2.06%	424	36.08%	153
<input checked="" type="checkbox"/>	Referrals	4,291	0.77%	33	3.03%	1
<input checked="" type="checkbox"/>	Email marketing	2,374	0.84%	20	25%	5
<input checked="" type="checkbox"/>	Social media	1,950	0.31%	6	-	-
<input checked="" type="checkbox"/>	Paid search	852	0.59%	5	-	-
<input checked="" type="checkbox"/>	Other campaigns	168	-	-	-	-
	Total	53,103	1.28%	678	25.07%	170

LOOKING TO FUEL GROWTH AND BUILD BRAND EXCITEMENT?

Schedule a Free Consultation!
xzito.com/schedule-conversation

Who is Xzito?

Xzito is a full service agency focused on delivering exciting marketing, implementing new technology and increasing ROI. Since 2004, we have worked alongside growth-focused companies who are looking to expand their marketing and sales capabilities in a highly competitive digital landscape.