



Dancing with digital marketing campaigns

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The digital landscape

The world has never before experienced a more lucrative landscape than now, with an ever expanding breadth of digital communication channels at our disposal. Not only are our brands enjoying unprecedented reach through social media digital channels, they're also able to tap into tools and resources that get to know customers on a far more intimate level, then tailor marketing solutions to meet their needs and desires.

This powerful personable and highly engaged approach to consumer marketing is not a new or radical concept; it has simply been transformed from traditional models and made more accessible through digital channels and tools.

Further, digital marketing provides visibility and measurability to campaign success. Through online "click and hit rates" analytics, social media activity monitors and CRM systems,

organisations can tangibly demonstrate the success of their efforts and produce quantitative reports of outcomes. But, it's important that we set the right foundations first!

Establishing a strategic foundation

It's important that you don't bite off more than you or your audience can chew. It can be all too easy to be caught up in an "all-you-can-eat buffet" digital marketing campaign and forget the fundamentals of setting strategic objectives that can be measured effectively.

An excellent digital marketing campaign has a strong strategic foundation – not just bells and whistles without any reason or justification. The strategy needs to be grounded in specific, measurable, achievable, realistic and timely (SMART) campaign objectives based on communication principles which are in synergy with the company's brand, business, and customers. SMART objectives not only



set the overall direction of the campaign, but allow the success of the campaign to be measured and tracked and, if necessary, tactics to be adjusted.

The other key component is the strength of the marketing strategy in terms of alignment with core business values and goals. There needs to be an easily identifiable link between any marketing initiative and the business strategy to ensure that the connection always leads consumers back to the product, service and brand.

If there is no relevant match, the success of the campaign will only have short term impact, which is often seen in loosely connected competitions and give-a-ways. A successful marketing campaign has a memorable and positive association to the business and brand which attracts repeat business and a loyal following.

To maximise the long term benefits of a campaign, capturing customer data and connections is crucial. Tactics such as loyalty programs, email subscriptions, SMS notifications and “likes” and “follows” in social media, will keep the lines of communication open and help to retain and build a loyal customer base.

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