

# Audit of the marketing campaigns

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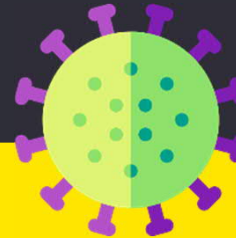
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# Problem

Marketing campaigns happen but ...

- Is marketing effective?
- Are we doing it right?
- Should we optimize it?
- Are we doing too much?
- Are we doing too little?
- Aren't we wasting money?
- Aren't we forgetting about something?
- Aren't we losing the opportunity?



Coronavirus / COVID-19:

- Need for optimization of cash flow in order to survive / get back on our feet
- Need to develop brand equity and power
- Need to position the brand as responsible and help the community

## CFO vs CMO mindset

Numbers vs Creativity



- How to find the middle ground?
- How to eradicate inefficiencies and not lose the important market reach?
- How to demonstrate the importance of marketing?

# Solution - Audit of the marketing campaigns

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Auditing the process of marketing campaign management



Auditing the factors of effective marketing campaign targeting



# How?

Systematic assessment of a number of marketing campaigns across various distribution channels and market segments, thus ensuring the holistic look into the marketing processes

## Inputs:

- Marketing plans
- Marketing budgets
- Organizational structure and responsibilities
- Approval workflows
- Communication plans
- Process maps
- Checklists
- Reports
- Tools
- Other



## Deliverables:

- **Results** of the assessment of each individual aspect of campaign management
- **Results** of the assessment of each individual aspect of targeting
- **Recommendations** for the processes, responsibilities, structure, reporting, workflow, communication and other
- **KPIs** recommended
- Industry **best practices**
- **Actionable steps** to improve the current state of the marketing campaigns

# Aims

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## Marketing Campaign Management Process

The right process of campaign management will simplify and speed up the launch of the marketing campaign, increase the awareness and specify clear rules for the campaign creation and communication

### Focus on:

- Campaign plan creation, prioritization, alignment with the strategic goals
- Go to market strategy creation, briefs preparation, campaign tools
- Follow up methods
- Use of piloting/testing
- Monitoring and reporting, continuous evaluation, tools for quality improvement
- Results explanation
- Responsibilities and workflow

## Factors of Effective Marketing Campaign Targeting

Targeting done well increases success and effectivity of the marketing campaign and thus leads to sales growth and increase of customer satisfaction.

### Focus on:

- Value proposition creation, its alignment with the campaign plan and overall strategy, rules within the campaign
- Definition of the target group, customer insight, rules of the cross-check of the customers, rules for customer contacting, rules for the selection of the right channels
- Sales strategy, selection of the sales channels, lead / pipeline management
- Marketing support, marketing materials preparation, trainings, promotional leaflets, communication strategy

# Contacts

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