

# Marketing Campaign Planning



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# Hi! I'm Annelies.

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# How to Create a Marketing Campaign for Your Small Business

A well-planned marketing campaign can help your business attract customers, build brand awareness, and increase sales.

**What is  
marketing  
campaign  
planning?**

**And why  
might it be  
useful for  
you?**

# Define Your Goals

- What do you want to achieve?
- Increase sales of a specific product/service
- Raise awareness about your brand
- Drive traffic to your website or store

# Use SMART Goals

## Use the SMART Goals framework:

- **Specific:** Clearly state your goal.
- **Measurable:** Ensure progress can be tracked.
- **Achievable:** Set realistic expectations.
- **Relevant:** Align with your business strategy.
- **Time-Bound:** Include a deadline.

*Example: Increase online sales of Product X by 20% in the next 3 months.*

# Setting SMART goals

BiteSize Learning



## Specific

The goal is concrete and tangible - everyone knows what it looks like.



## Measurable

The goal has an objective measure of success that everyone can understand.



## Attainable

The goal is challenging, but should be achievable with the resources available.



## Relevant

The goal meaningfully contributes to larger objectives like the overall mission.



## Timely

This goal has a deadline or, better yet, a timeline of progress milestones.

# Know Your Audience

## Who are you targeting?

- **Demographics:** Age, gender, location, income.
- **Behaviours:** Interests, shopping habits, pain points.
- **Preferences:** Social media platforms, favourite brands, etc.





# WHO ARE YOU TALKING TO?



**Write a profile for the customer you want to talk to.**

- Give them a name
- What is their job?
- What difficulties do you help them overcome?
- Consider their age, and interests.
- How do they use you/your services?
- What marketing do they respond to?

# Develop Your Message

## Develop Your Message

- What do you want to say?
- Focus on how your product/service solves a problem.
- Highlight unique benefits (e.g., affordability, quality, speed).
- Use a clear call to action (CTA) like “Shop Now,” “Learn More,” or “Sign Up.”

*Example: “Save time and money with our eco-friendly cleaning service. Book your first appointment today and get 20% off!”*



## Choose Your Marketing Channels Where will you share your message?

- **Social Media:** Instagram, Facebook, TikTok (great for visuals and engagement).
- **Email:** Ideal for updates, offers, and personalised communication.
- **Local Advertising:** Flyers, posters, or local newspapers.
- **Website/Blog:** SEO content to attract visitors.

*Match channels to your audience's preferences.*

# Set Your Budget

How much can you afford to spend?

**Break it down by channel and activity:**

- Ad spend (e.g., Facebook Ads or Google Ads).
- Production costs (e.g., graphic design, photography).
- Distribution costs (e.g., printing flyers).

*Tip: Start small, test what works, and scale up.*

# Create a Timeline

## When will your campaign run?

- Identify key dates (launch, promotions, events).
- Use a calendar to schedule posts, emails, and ads.
- Include time for design, testing, and approvals.



# Example

## Gantt Chart with Different Phases of Marketing

This slide is 100% editable. Adapt it to your needs and capture your audience's attention.

CAMPAIGN TYPE	ADDITIONAL INFO	PHASE ONE			PHASE TWO			PHASE THREE			PHASE FOUR		
		Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12
<b>Direct Selling</b>													
<ul style="list-style-type: none"><li>• Face to Face selling</li><li>• Text Here</li></ul>													
<b>Affinity Marketing</b>													
<ul style="list-style-type: none"><li>• Co-Branding</li><li>• Text Here</li></ul>													
<b>Public Relations</b>													
<ul style="list-style-type: none"><li>• Newspaper</li><li>• Magazine</li><li>• Text Here</li></ul>													
<b>Paid Media Marketing</b>													
<ul style="list-style-type: none"><li>• Billboards</li><li>• Video Ads</li><li>• Text here</li><li>• Text here</li></ul>													

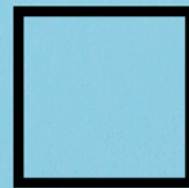
# Monitor and Adjust

## How will you measure success?

- Use tools like Google Analytics, social media insights, or email marketing stats.
- Track metrics like sales, clicks, impressions, or engagement.

## Key Questions:

- Are you reaching your target audience?
- Which channels are performing best?
- What can you tweak to improve results?



# Evaluate the Campaign

**What worked, and what didn't?**

- Compare results against your goals.
- Document lessons learned to improve future campaigns.

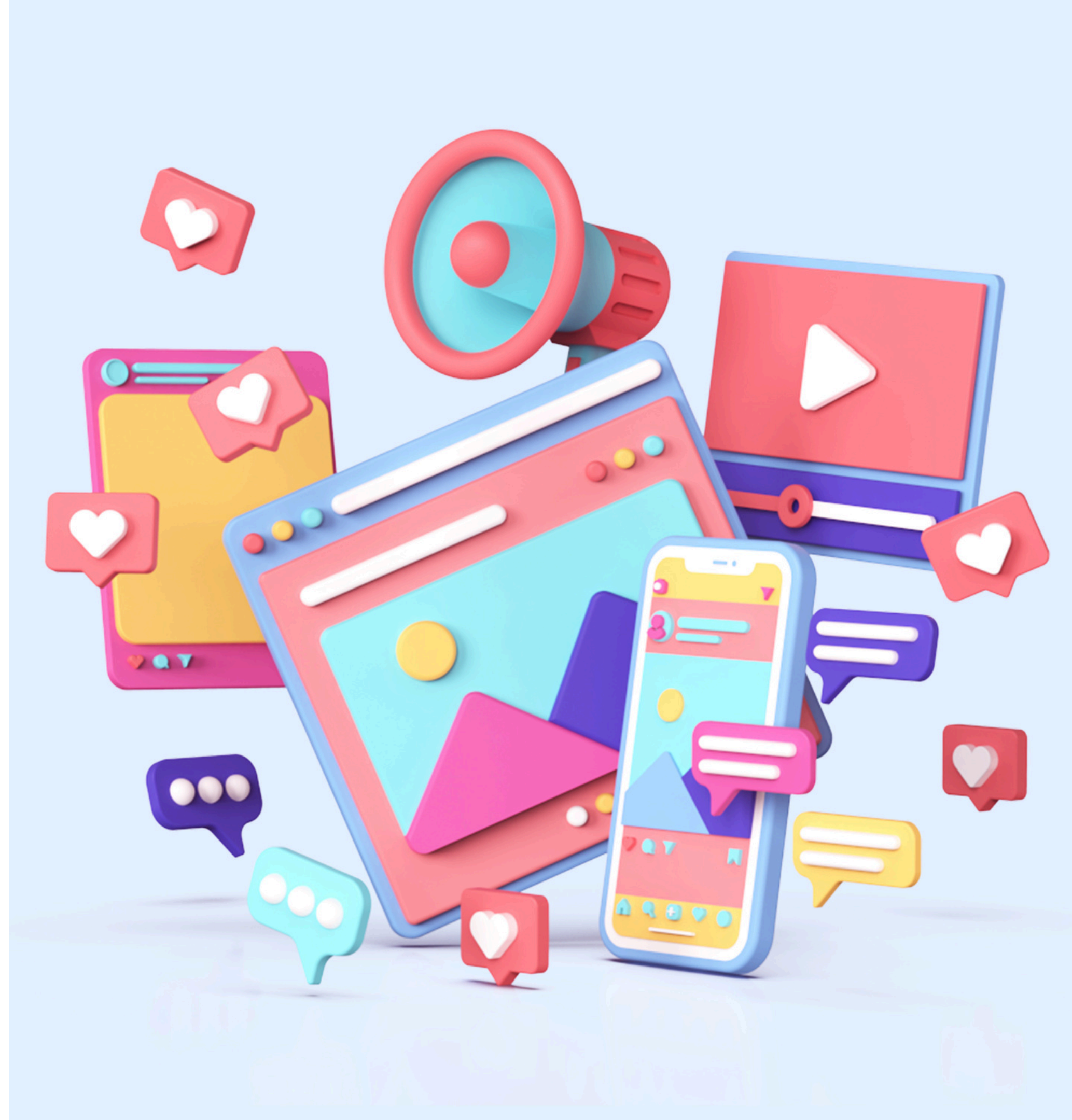
**Example Evaluation:**

- **Goal:** 20% increase in sales.
- **Result:** Achieved a 15% increase.
- **Insight:** Facebook Ads worked better than Instagram Ads.



# Bonus Tips

- Be consistent with your branding (logos, colours, tone).
- Test different versions of your ads to see what resonates.
- Keep it simple and focused don't try to do too much at once.



# Any Questions



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