

MORTGAGE MARKETING *programme*

HOW TO CREATE A MARKETING CAMPAIGN

A quick guide for HLP members



CREATING A MARKETING CAMPAIGN IS EASY, RIGHT?

“

*Creating a Marketing Plan is easy.
Creating a campaign that is highly
effective is a different ball game*

”

On the whole delivering a marketing campaign is easy to do. But delivering a marketing campaign that is highly effective that delivers strong measurable results is a totally different ball game.

We have seen many campaigns drift off course or worse still – fail. Why? Because there is often a misguided belief that a campaign is easy to deliver. It isn't.

People often refer to campaigns as being “good”, “excellent” or sometimes even “rubbish”. However, these are often based on subjective opinion. The reality is that a campaign is not about being good, it is about being highly effective; it's about delivering results.

So how do you go about making a campaign highly effective?

STEP BY STEP TO CAMPAIGN POWER

WHAT YOU NEED...

Delivering a highly effective campaign takes a bit of nous, a bit of time and a bit of resilience to avoid being pushed off the track when building it – usually due to compromises or shortcutting.

Overall a strong campaign needs thinking about, it needs insight to lead the way and creative thinking to drive the desired results.

AWARD WINNING...

The steps presented here can be adapted to your style of working but are what have been used to deliver award winning marketing campaigns - campaigns that deliver demonstratable results.

QUICK OVERVIEW STEPS 1 TO 5 FOR HIGHLY EFFECTIVE CAMPAIGNS

01

Set clear goals and
measures of success

02

Ask What If

03

Really know your
target market

04

Devise Your
Campaign Outcomes

05

Define the one
big message

QUICK OVERVIEW STEPS 6 TO 11

07

How does the
campaign fit into
other activities

09

Get buy-in

11

Launch, measure,
report and review.

06

Where will you
deliver your
message?

08

Can we justify
the cost?

10

Tactical
Campaign Plan



01

STEP ONE

Set clear goals and measures of success



PROBLEM STATEMENT

What problem are you solving?



WHY ARE YOU DOING THE CAMPAIGN?

You must be clear why you are doing the campaign.



START WITH THE END IN MIND

Determine the success measures, including lead and lag metrics.



02

STEP TWO

Ask What If

Ask yourself what if we ran this campaign versus what if we didn't. If you didn't, is there something else you could spend your time on that may deliver better outcomes?

The more you think and plan upfront, the more effective your campaign.

03

STEP THREE

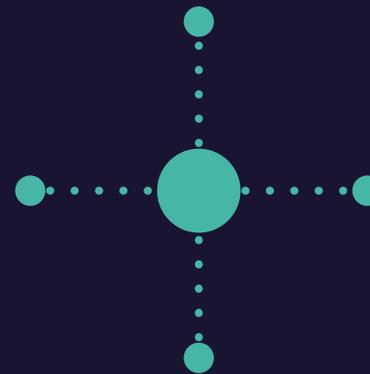
Really know your target market



Who are you targeting and where are they in the sales funnel?



What are their motivations and behaviours?



What do they currently think and feel about your brand?



What competitors do they really use?

04

STEP FOUR

Devise Your Campaign Outcomes

As a result of engaging with your campaign, think about the desired outcomes of your campaign

1



What do you want them to think...

2



What do you want them to feel...

3



And what do you want them to do...

4



How will you know if they did it?

05

STEP FIVE

Define the one big message

When delivering your campaign, you need just one big message.

You can deliver this message in different ways, but ultimately you need to say the same thing over and over.

Keep your message clear and be consistent in its use. It also must have an emotional connection. Ensure your audience don't just say "so what".

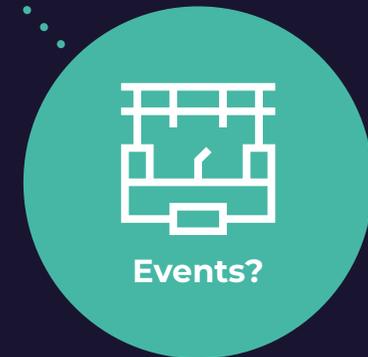
Make sure they can identify with whatever it is you are talking about. Put yourself in the shoes of your target audience and think about what it is for them. Then it becomes easier to deliver a message that makes a connection on an emotional level.

06

STEP SIX

Where will you deliver your message?

Now is the time to think about which communication channels you should use to deliver your message to reach your audience in the best way.



07

STEP SEVEN

How does the campaign fit into other activities

Think about how this fits into the bigger picture. Does this campaign align with your overall marketing and business goals?

Think about how your campaign fits into other marketing activities and resources and budget requirements.

This is where good internal communication is important. If you work in a large organisation, just ensure your campaign does not meet head on with someone else's.

08

STEP EIGHT

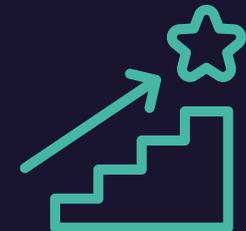
You now need to challenge yourself:
Can this be justified



**WHAT ARE THE
OUTCOMES AND BENEFITS?**



**HOW MUCH WILL THE
CAMPAIGN COST?**



**DO THE BENEFITS
OUTWEIGH THE COSTS?**

Could you spend the budget
better in another way?

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STEP NINE

Get buy-in



THINK WIN:WIN

Get buy-in early and think about what you want from your stakeholders and what you want them to think about the campaign. Put yourself in their shoes.



SEEK INPUT EARLY

Ask for input around what you want to achieve - and not what stakeholders think of the execution



GET AGENCY INPUT EARLY

Bring agencies into the loop early - before you hand them the brief. Make them feel part of the team.

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STEP TEN

How does the campaign fit into other activities

Now comes the nitty gritty. The tactical plan.

Think about when the campaign will start – and don't be over ambitious or over promise – and when it will end. Then fill in the gaps in between so everyone knows what is happening, when and by whom.

11

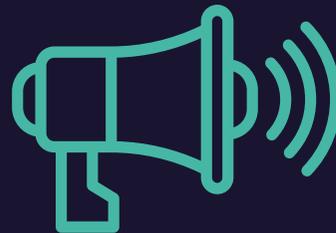
STEP ELEVEN

Launch, measure,
report and review.



CAMPAIGN END

When the campaign ends, you will assess your lag metrics (which will be aligned to the campaign goals) to see how successful it was.



SHARE THE NEWS

You will have your lead metrics in place, so review these regularly and make any campaign tweaks required.



BE WISE

See what worked well and learn from the next campaign



**NOW GO AND CREATE A HIGHLY
EFFECTIVE MARKETING CAMPAIGN**

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