

Master 1 Marketing	5th Lesson	Dr. GOURIM
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Campaign creation

What is considered a marketing campaign?

A marketing campaign is an organized, strategic effort of regular communication to promote a company's goal(s). There are many different types of marketing campaigns, including brand development, product development, PR / awareness campaigns, Email marketing campaigns, and many more.

What are the types of marketing campaigns?

Marketing campaigns run the gamut from Brand or Product Development Campaigns, to Email, Content, User-Generated Content and Public Relations / Awareness, Affiliate and Social Media Marketing Campaigns. Pay-per-click internet ads are becoming more popular with marketers because payment occurs only when ads are clicked on. Digital marketing campaigns comprises mostly online components of a marketing campaign as their purpose is to drive engagement, conversions or traffic.

What are examples of digital marketing campaigns?

- Nike recently ran a digital marketing campaign during the pandemic, advocating for social distancing. It featured influencer marketing from its sponsors Michael Jordan, Tiger Woods, and Cari Lloyd, each of whom posted Nike's messaging on their Twitter accounts.
- Google's Super Bowl 2020 "Loretta" campaign promoted its new product, Google Photos, tapping into its knowledge of its target audience by using a video to create emotional appeal and garner 62 million views.
- Apple's unique "Shot on iPhone" campaign was a multi-pronged approach, incorporating components of user-generated marketing, collaboration with actual photographers, its own Instagram account, a #Shotoniphone hashtag, and tv campaigns to promote its new iPhone X product.

How does a digital campaign work?

A digital campaign works by incorporating various components into three important stages: planning, developing, and managing. The components used to keep the campaign on track include goals and KPI setting, content formatting, channel selection (determining where the content and messaging will be delivered), putting the right team in place to launch the campaign, and creating the best design assets to accompany the content.

What Is a Marketing Campaign?

What do some companies do that inspires brand loyalty in their customers? How do brands like Google, Nike, Starbucks, and Apple create customer preference? For one, they stay ahead of the pack by communicating on a regular basis with the audience they most want to reach.

For another, they do so by continuing to stay relevant in a dynamic marketplace. They aren't afraid to take creative risks. Nor are they afraid to try different channels of communication, like digital campaigns. In fact, they were some of the first companies to use digital marketing campaigns. They consistently know what it takes to create a successful marketing campaign. Their successes provide the best definition of a marketing campaign.

Each marketing campaign may address a different goal. The components to consider should nonetheless remain the same.

Types of Marketing Campaigns

Marketing campaigns are the larger umbrella strategy under which advertising campaigns may stand. Yet marketing campaigns are not limited to advertising. For example, they can also include public relations campaigns, content, or affiliate marketing. Depending upon the goal of the campaign, there may also be different media channels used for each. The types of marketing campaigns a company uses depends upon the end goal. The following are some of the more popular types, along with a brief explanation.

1.Product Marketing Campaign

A campaign that involves bringing a new or existing product to market and creating demand. Strategic positioning and messaging to the target market is imperative to boost revenue.

2.Brand Development Campaign

A long-term strategy that communicates a company's enterprise to a target audience. The end goal is to boost awareness, build engagement, and garner loyalty.

3.Email Marketing Campaign

A marketing campaign comprised of a series of emails sent to various target markets, over a specific period of time. Well-written headlines optimize open rates. Copy garners a call-to-action, and a creative design template guarantees engagement.

4.Content Marketing

Communication vehicles, like blog posts or podcasts, written by subject-matter experts. Rather than promote a company's brand, their indirect approach gives the brand more credibility.

5.User Generated Content Campaign

Communication created by a company's customers or brand followers. Used on social media, comments in real-time are usually about a product or service. Responding quickly to these customer comments creates stronger brand loyalty.

Reference:

<https://study.com/academy/lesson/digital-marketing-campaign-definition-examples.html>. Consulted Tuesday 04 December 2024 at 11:55 p.m