

Campaign Planning Fundamentals:

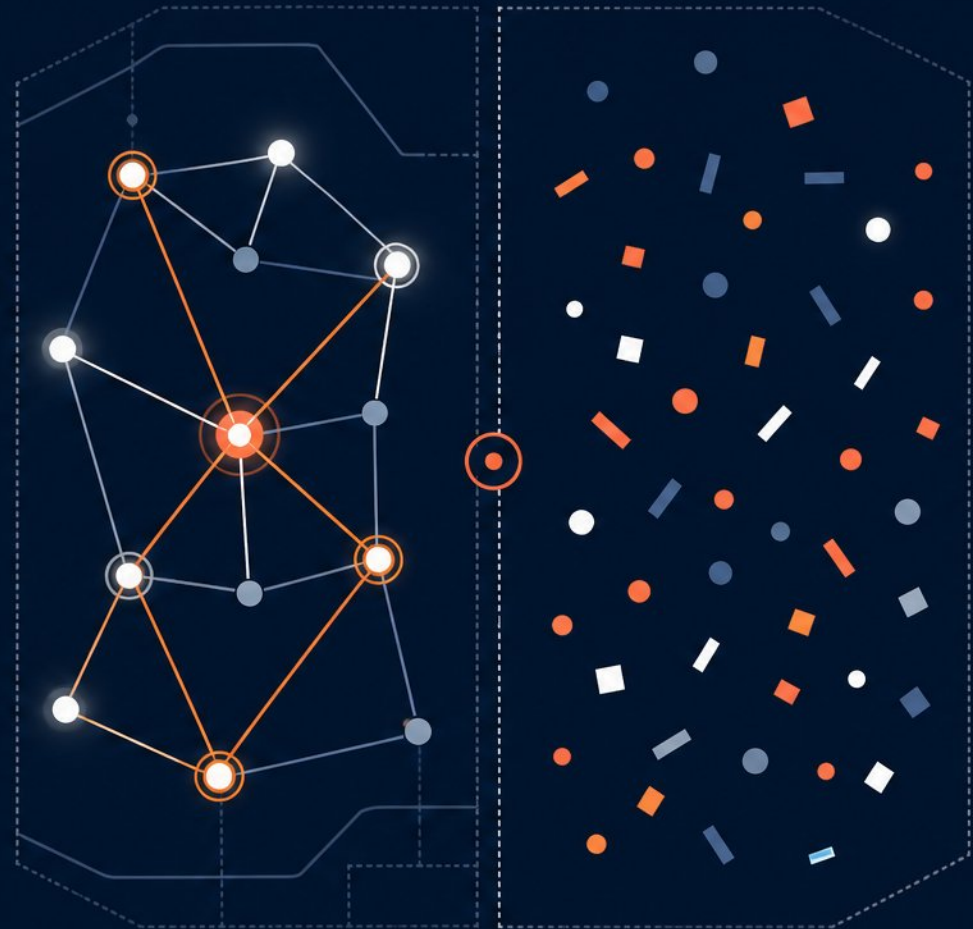
From Goals to Review

- A campaign: coordinated activities across channels, unified by a single objective
- End-to-end framework:
Goals → Audience → Message → Content → Channels → Review
- Structured planning prevents fragmented messaging, wasted budget, and missed deadlines
- This course: connect all six elements into one coordinated, measurable plan



Is This a Campaign or Just Confetti?

- - Distinguish a coordinated campaign from scattered marketing tactics.
- - Three non-negotiables: single objective, shared theme, multi-channel plan.
- - Avoid channel-only planning and asset-first thinking.
- - Shift mindset: architect an interdependent system, not isolated executions.



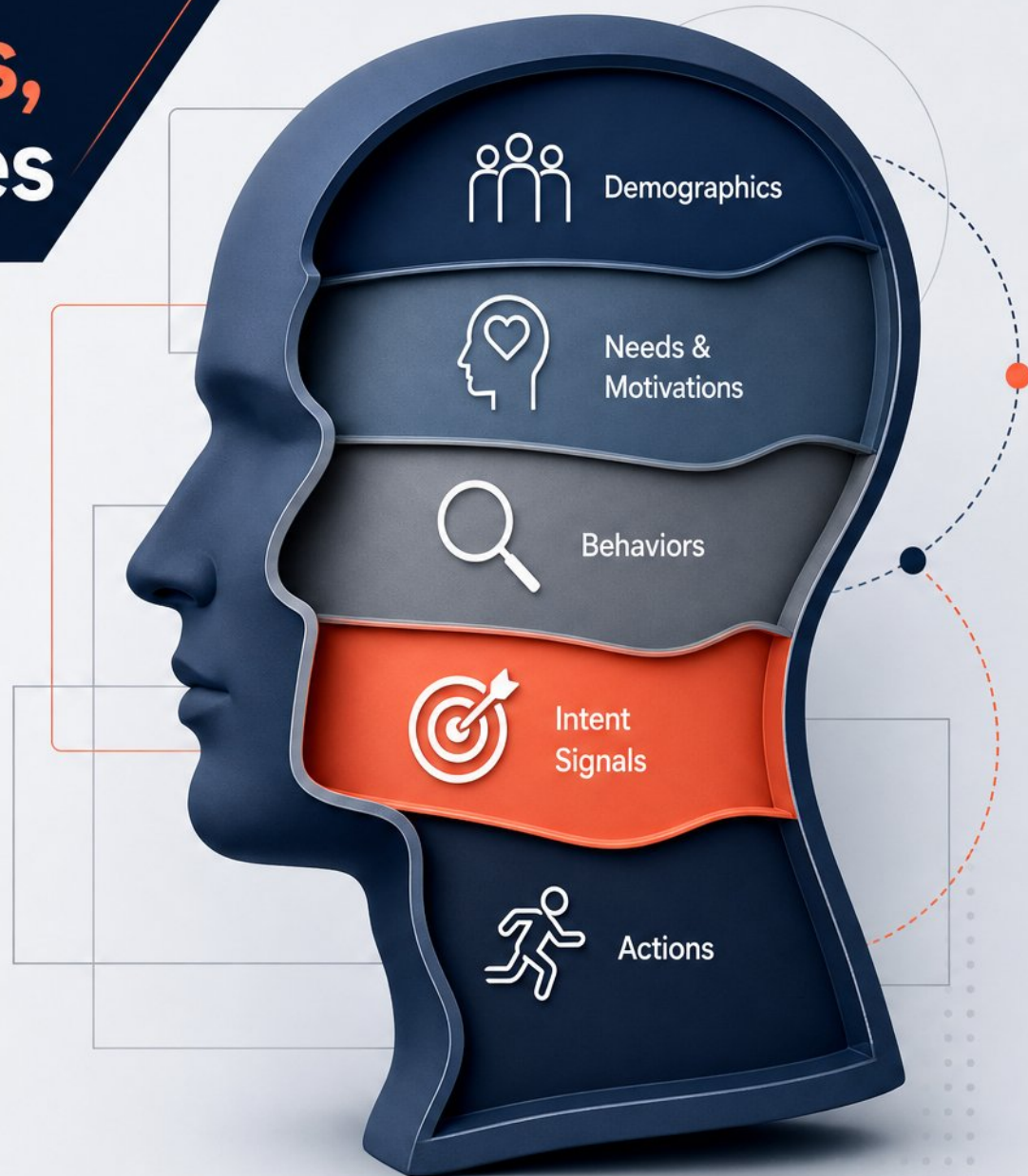
Setting Goals That Make Every Dollar Accountable

- Write SMART goals: Specific, Measurable, Achievable, Relevant, and Time-bound.
- Match KPIs to the campaign job: awareness, demand gen, conversion, or retention.
- Primary KPI = the outcome. Secondary KPIs = the diagnosis. Vanity metrics = noise.
- Set baselines and targets before launch so success is provable, not an opinion.



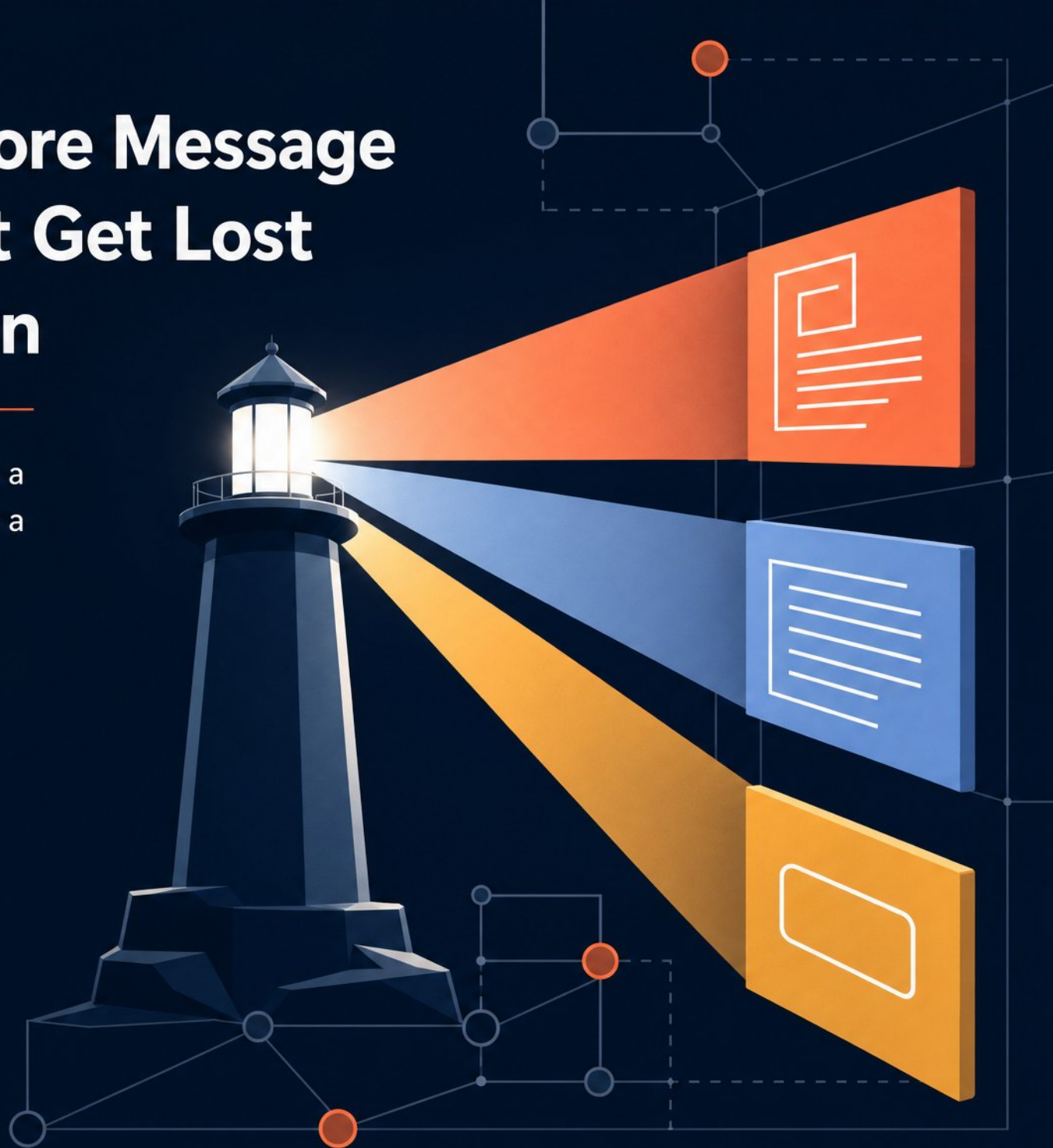
Audience Definition: **Targeting Actions,** Not Just Adjectives

- Layer audience understanding beyond demographics to include behaviors, needs, and intent signals.
- Build purchase-decision personas that map what each segment wants and what stops them from converting.
- Navigate privacy-first segmentation using first-party data, zero-party data, and cohort-based targeting.
- Prioritize segments by asking: Will this campaign do something different for this specific group?



Crafting a Core Message That Doesn't Get Lost in Translation

- Translate audience insights into a single-minded proposition with a message hierarchy
- Use the "For, Only, Because" manifesto to distil your unique value
- Build 3-5 distinct messaging pillars: headline, paragraph, one-word descriptor
- Test message resonance with lightweight methods before full-scale production



Content Strategy: From a Big Idea to a Multi-Format System



- 将文本、视觉、音频和交互式内容映射到受众旅程各阶段



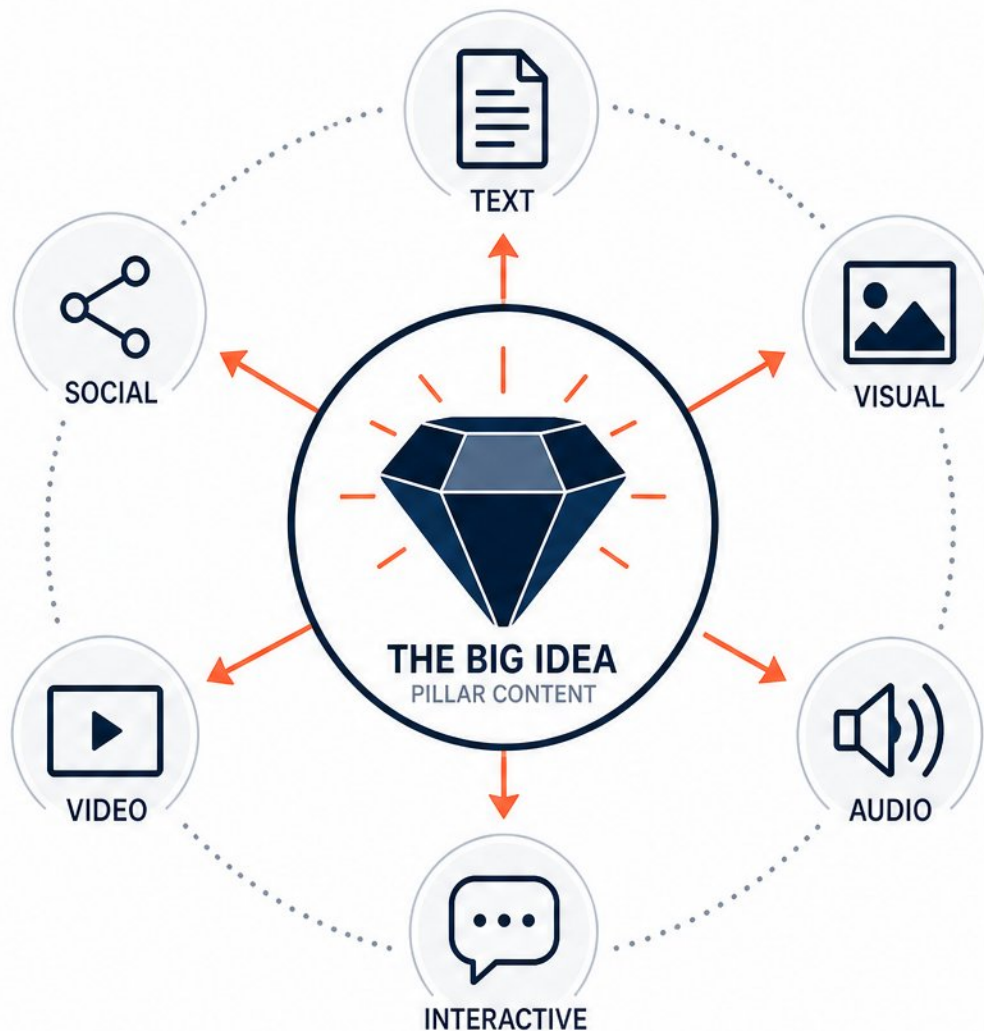
- 运用“支柱到原子”模型：一项大资产分解为多平台衍生作品



- 在计划性内容与实时触发式回应之间取得平衡



- 为系统化发布编排内容日历，确保协同发布



Channel Orchestration: Less Is a More Cohesive Experience



- Map channels to audience behavior & goals, not platform trends



- Define each channel's specific job: awareness, consideration, or conversion



- Apply cross-channel suppression, shared audiences, and global frequency caps



- Allocate budget dynamically: prove value, test new ground, reallocate in-flight

ORCHESTRATED EXPERIENCE

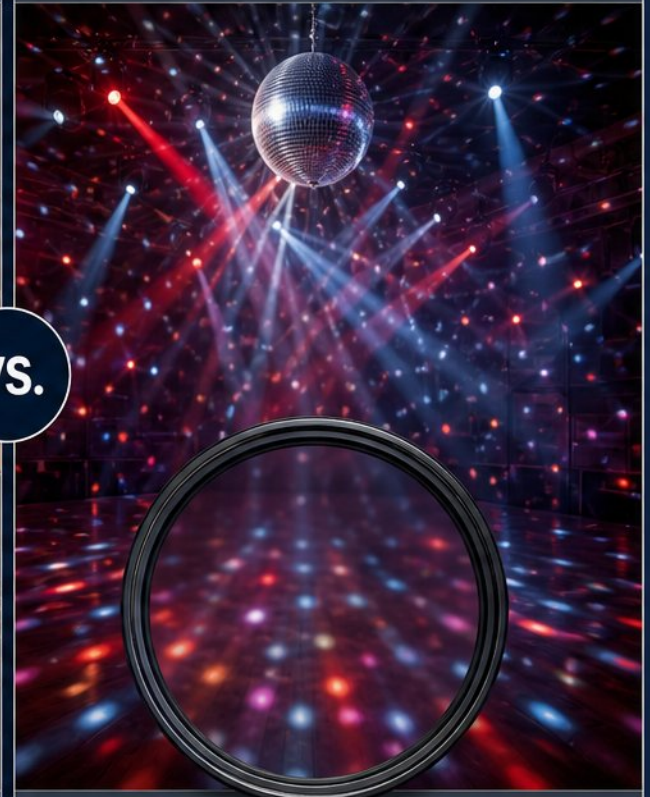


FILTER / LENS:

Focuses on what matters.
Depth over noise.

VS.

CHAOTIC EXPERIENCE



FILTER / LENS:

Reacts to everything.
Surface over substance.

Connecting the Dots: Building the Campaign Blueprint

- Synthesis of goals, audience, message, content, and channels into one brief
- Phased timeline: Pre-launch, Launch, Body, Final Push, Post-Mortem
- RACI roles for strategy, creative, execution, and measurement
- Pre-launch checklist: alignment, UTM tracking, and cross-functional sign-off



- ✓ Pre-launch checklist: alignment
- ✓ Pre-launch checklist: UTM tracking
- ✓ Pre-launch checklist: cross-functional sign-off



Measurement Architecture: Designing for Insight, Not Just Data



- Build the measurement framework before launch, not after



- Define one primary KPI and a diagnostic set of secondary metrics



- Move beyond last-click; compare multi-touch and MMM approaches



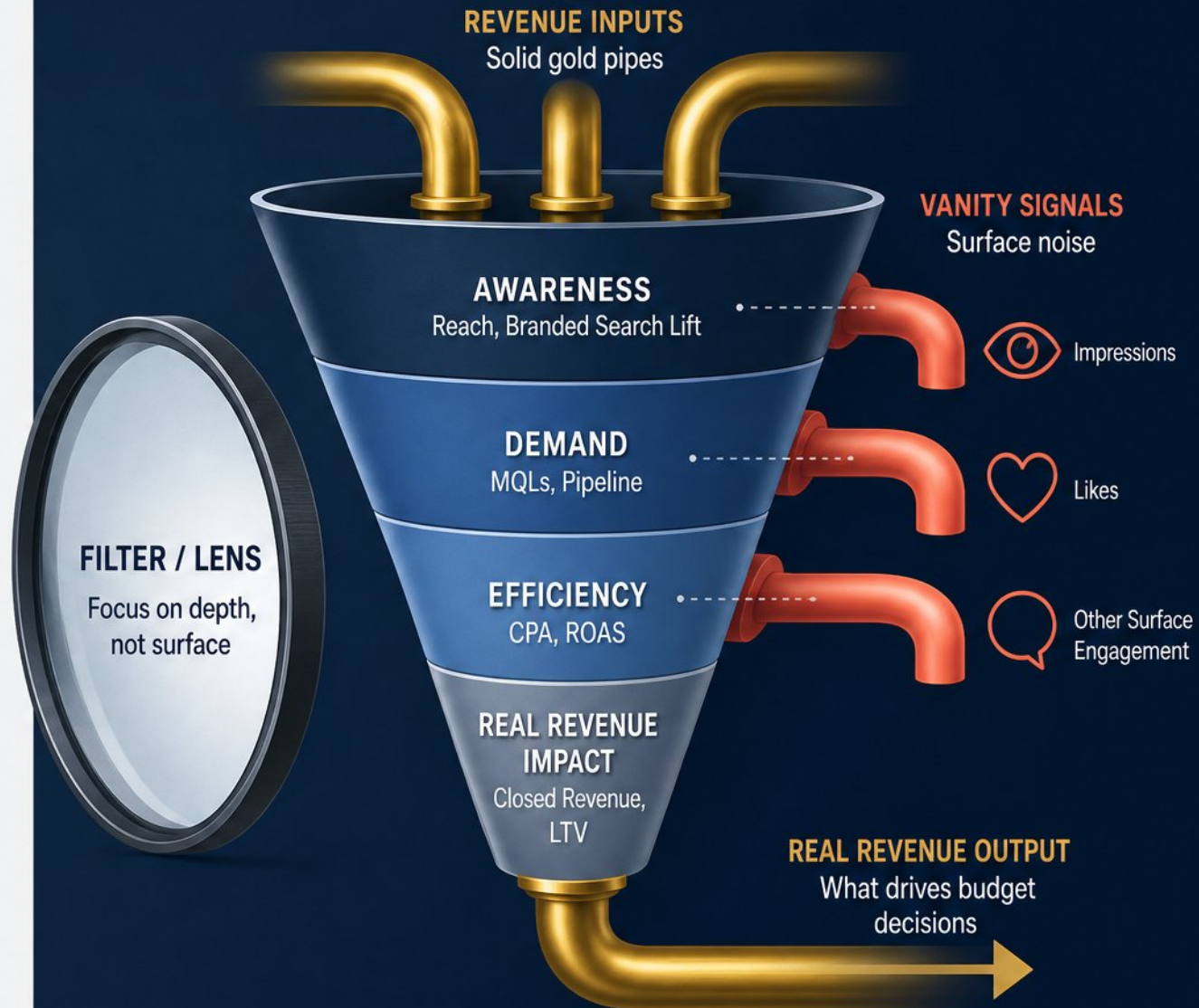
- Set a cadence: daily monitoring, weekly reviews, final closed-loop analysis



- Aim for an honest, consistent approximation of impact, not false precision

Metrics That Matter: From Reach to Real Revenue Impact

- Tier KPIs by objective: awareness (reach, branded search lift), demand (MQLs, pipeline), efficiency (CPA, ROAS)
- Track leading indicators (CTR, CPL) for in-flight decisions; lagging indicators (closed revenue, LTV) for final verdict
- Cut vanity metrics (impressions, likes) from exec reports; replace with revenue-denominated metrics
- Apply the 'Money or Signal' test: if a metric doesn't change a budget decision, demote or delete it



The Post-Campaign Review:

A Decision Factory, Not a Slideshow



- Redefine the review: produce 3 decisions — Repeat, Kill, or Test



- Structure around 5 critical questions, starting with the original goal



- Conduct 7-14 days post-campaign, after conversion data settles



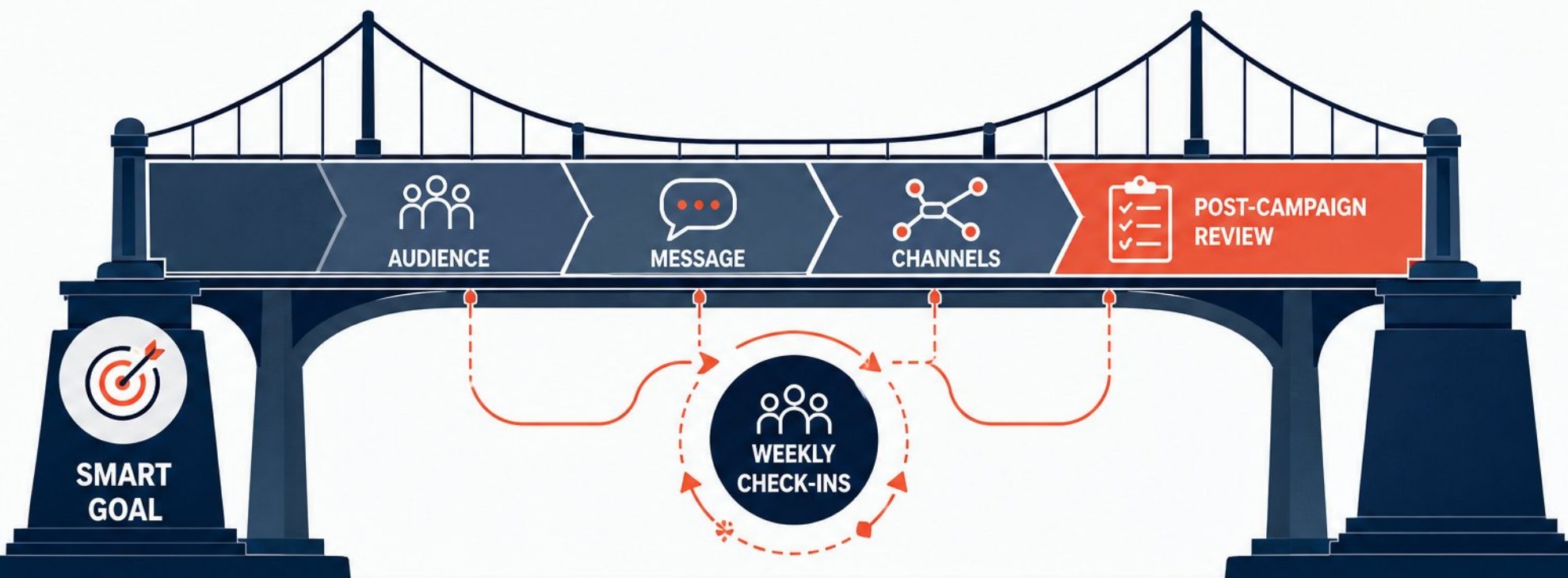
- Compare actuals against planned targets and diagnostic metrics



- Close the loop: log decisions where the next planner will find them



Word to Action: A Walkthrough of a Coordinated Plan



- Walk an end-to-end case: SMART goal → audience → message → channels → post-campaign review.



- A static plan names goals; a living command center uses weekly check-ins to reallocate and optimize.

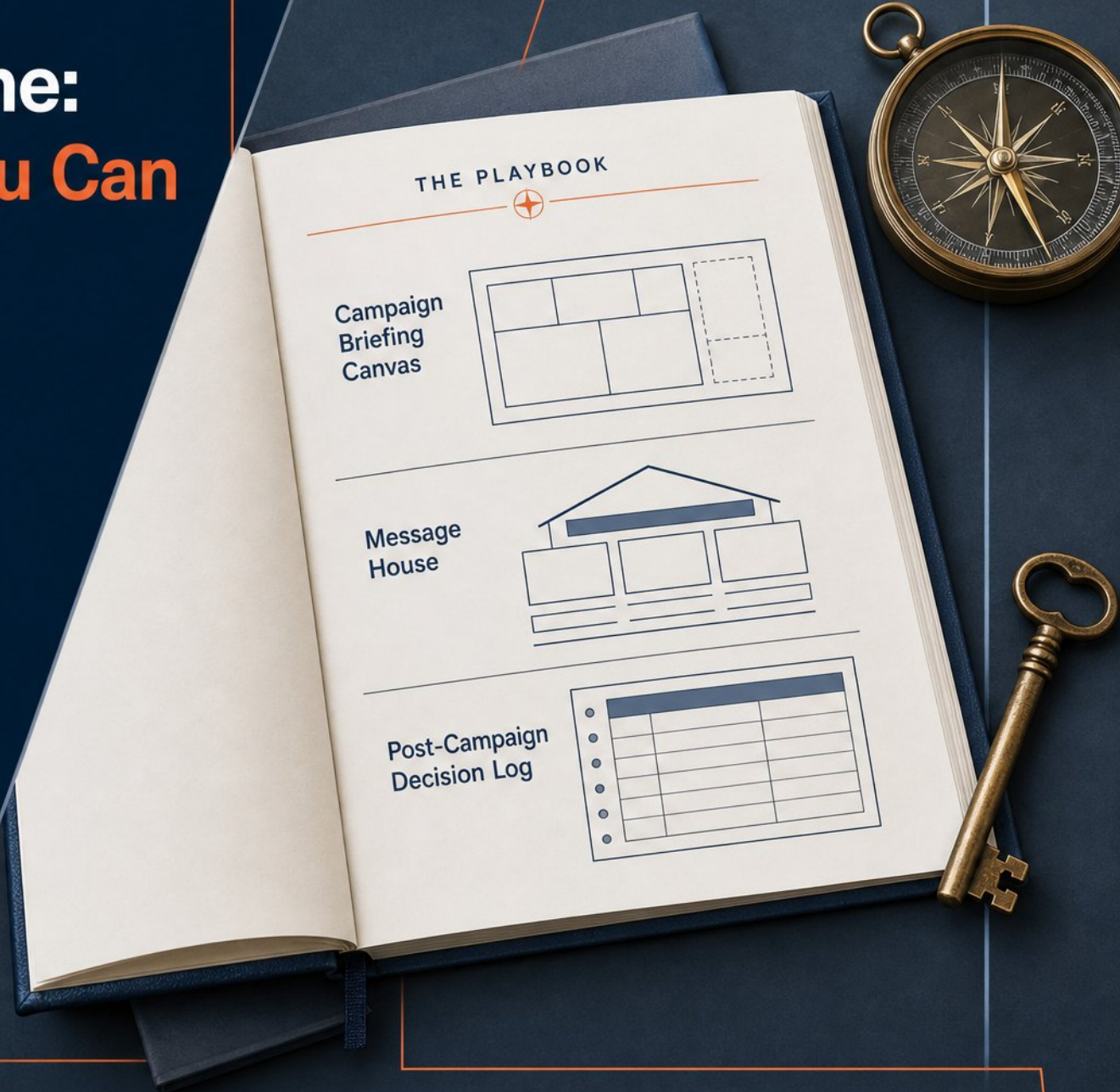


- Common pitfalls: budget-channel mismatch, 'asset-first' thinking, and siloed approvals that stall execution.



Start Your Engine: The Playbook You Can Use Tomorrow

- Use the Campaign Briefing Canvas, Message House, and Post-Campaign Decision Log templates.
- Build a single source of truth, shared taxonomy, and integrated performance dashboards.
- Audit your last campaign: fix the weakest layer (measurement or audience) first.
- Make planning a repeatable habit where every campaign is an investment in learning.



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