Multi-Channel Marketing & Analytics

Part 2

Inclusive Tomorrow-Marketing case study

Exercise 5.8

Akhia Khanam Akhi | 01.11.2023

Email: khanam.akhia@gmail.com

Agenda

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Introduction: Role

Role: In-house marketing team member responsible for analyzing the results of the holiday campaign and using them to develop a multi-channel marketing strategy for the upcoming spring campaign.

Collaborators: Creative team, content team, product team,and other marketing team members.

Lessons learned about collaboration and communication with different stakeholders

- Set clear expectations and goals
- Communicate regularly
- Be flexible and adaptable
- Be respectful of everyone's time and expertise
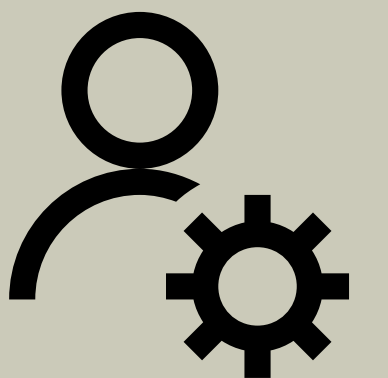
Introduction: Objective

Objective:

- Increase brand awareness and consideration among target audiences
- Drive traffic to the Inclusive Tomorrow website and landing pages
- Generate leads and subscriptions
- Increase ticket sales and revenue

Main problem : The main problem that the project is trying to solve is the fact that Inclusive Tomorrow's holiday campaign did not reach its goals.

Solution

Creating a solution

- Understand the business goals
- Analyze the holiday campaign data
- Develop a customer journey map
- Identify funnel-specific metrics
- Develop a multi-channel marketing strategy

Why

- By starting with a clear understanding of the business and the campaign goals, I was able to develop a data-driven strategy that addressed the specific needs of the target audience

Channels, Methods, and Soft Skills

- Channels: Email marketing, SEO, paid advertising, and organic social media.
- Methods: Data analysis, customer journey mapping, funnel metrics, and ethics guidelines.
- Soft skills: Communication, collaboration, and creativity.
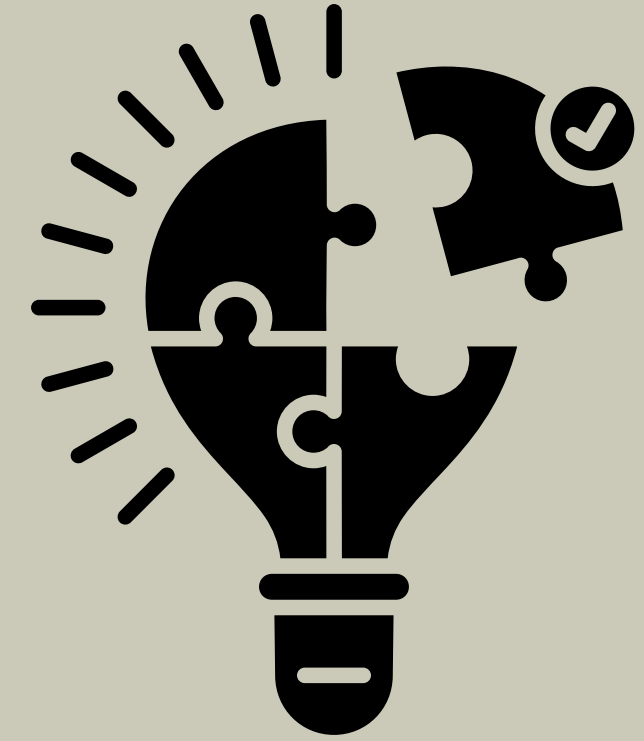
Deliverables

Inclusive Tomorrow Spring Campaign Marketing Strategy:

This case study describes my work on Inclusive Tomorrow's spring campaign, including my analysis of the holiday campaign data, development of a data-driven multi-channel marketing strategy, and execution of the campaign using project management tools and collaboration with other stakeholders.

Specific Skills and Tactics Learned in the Course:

Storytelling: I learned how to use storytelling to create engaging and persuasive marketing content. For example, in the Inclusive Tomorrow spring campaign, I used the story of an inclusive bakery to highlight the charity's commitment to inclusion and to inspire people to buy raffle tickets.

NSM Creation: I learned how to create a North Star Metric (NSM) to measure the success of a marketing campaign. For Inclusive Tomorrow, the NSM was "monthly active subscriptions." This NSM aligned with the company's overall business goal of increasing raffle ticket sales.
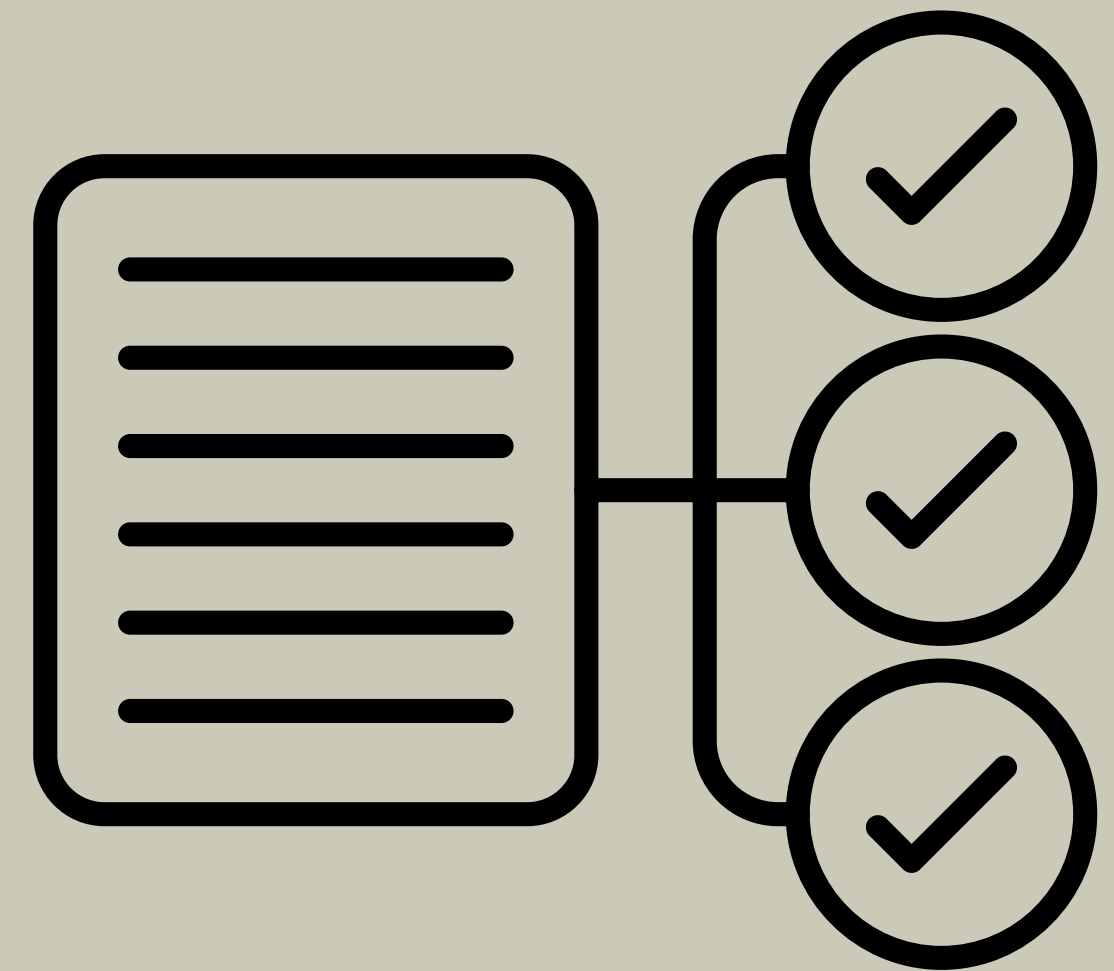
Deliverables

Data Correlation Analysis: I learned how to use data correlation analysis to identify relationships between different marketing channels.

For example, I found that paid social media ads had a strong positive correlation with organic social media engagement. This finding helped me to optimize the campaign budget by allocating more resources to paid social media.

Multi-Channel Marketing: I learned how to develop and implement a multi-channel marketing strategy. For the Inclusive Tomorrow spring campaign, I developed a strategy that included organic social media, content marketing and SEO, paid display, paid social media, paid search, and email marketing.

 I also learned how to track and measure the performance of each channel and to make adjustments to the strategy as needed.

Communication Concept

Funnel Step	Channel	Communication / Content	CTA
Awareness	Organic social post Facebook video ads Bolg post	Charity projects Happy winners Education inclusion and ableism Holiday presents	• Check out our happy winners! • Donate to support our charity projects today!
Consideration	Facebook ads Google paid search SEO	Charity projects How the lottery works How to give meaningful presents on holidays	• Get inspired with our lottery winning stories. • Learn how to make the most of your lottery winnings with our expert advice.
Conversion	Facebook ads Google paid search	Everybody wins with this lottery Your chance to win 2 million Your beach villa dream come true	• Play now to win $2 million! • Buy lottery tickets online • Dream big, play the lottery
Conversion	Email Word-of-mouth	Everybody wins with this lottery Your chance to win 2 million Your beach villa dream come true Increase your chances with another ticket	• play now and win big! • Don't miss your chance to win 2 million! • Increase your chances with another ticket!

Customer Journey
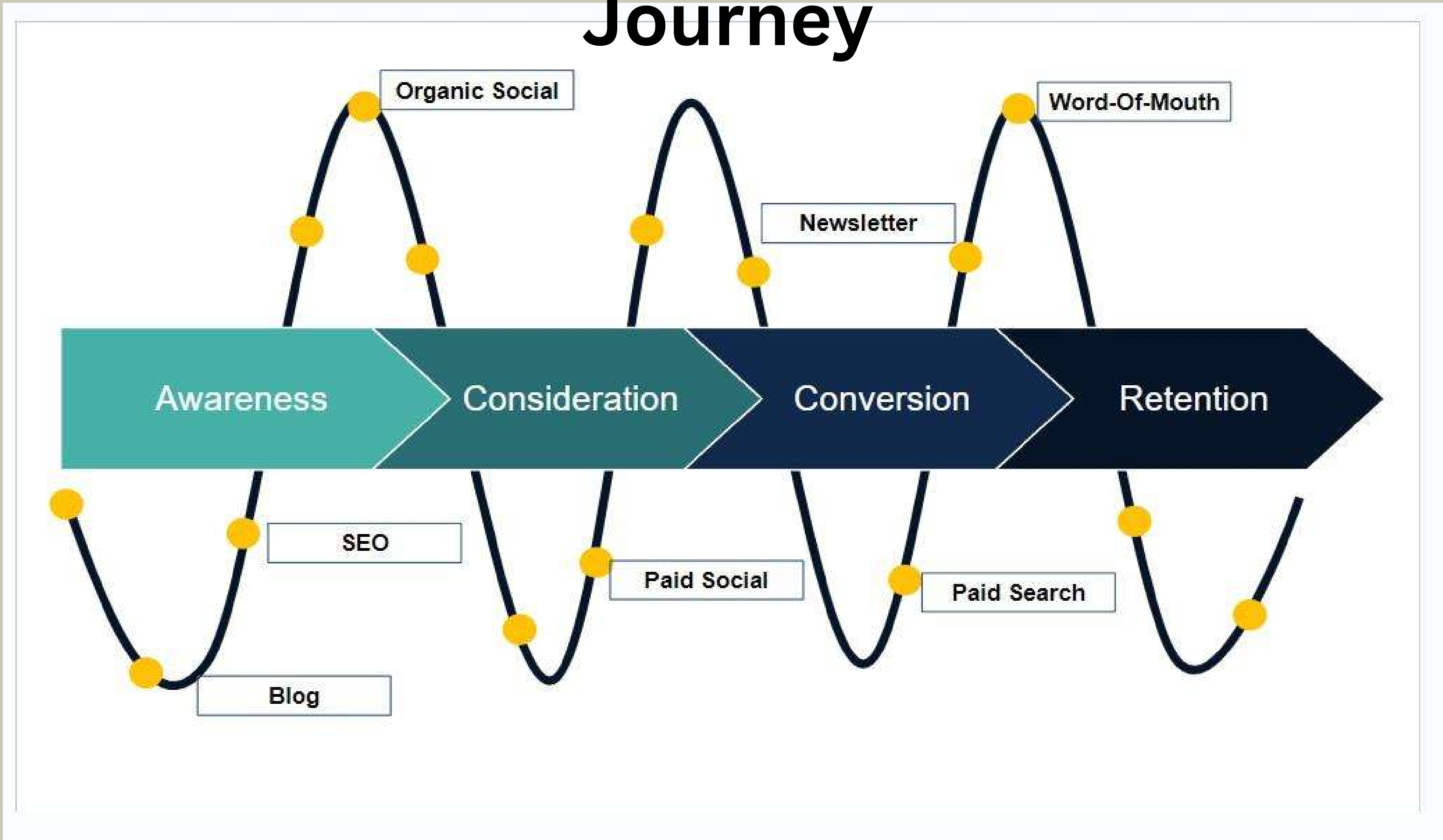
Challenges

- Inclusive Tomorrow's business model is unique and complex. It's not something that casual surfers would randomly start searching for on the web.

- Raffle lotteries and charitable organizations both require a lot of trust from customers. Potential customers need to know that their money is being used as promised. This means that the marketing team needs to be transparent and honest in their messaging.

- Inclusive Tomorrow's holiday campaign didn't reach its goals. This means that the marketing team needs to carefully analyze the data from the holiday campaign and identify areas where they can improve.

- Lotteries around the world are subject to special advertising permits and restrictions. The marketing team needs to be aware of these restrictions and ensure that all of their messaging complies with the law.
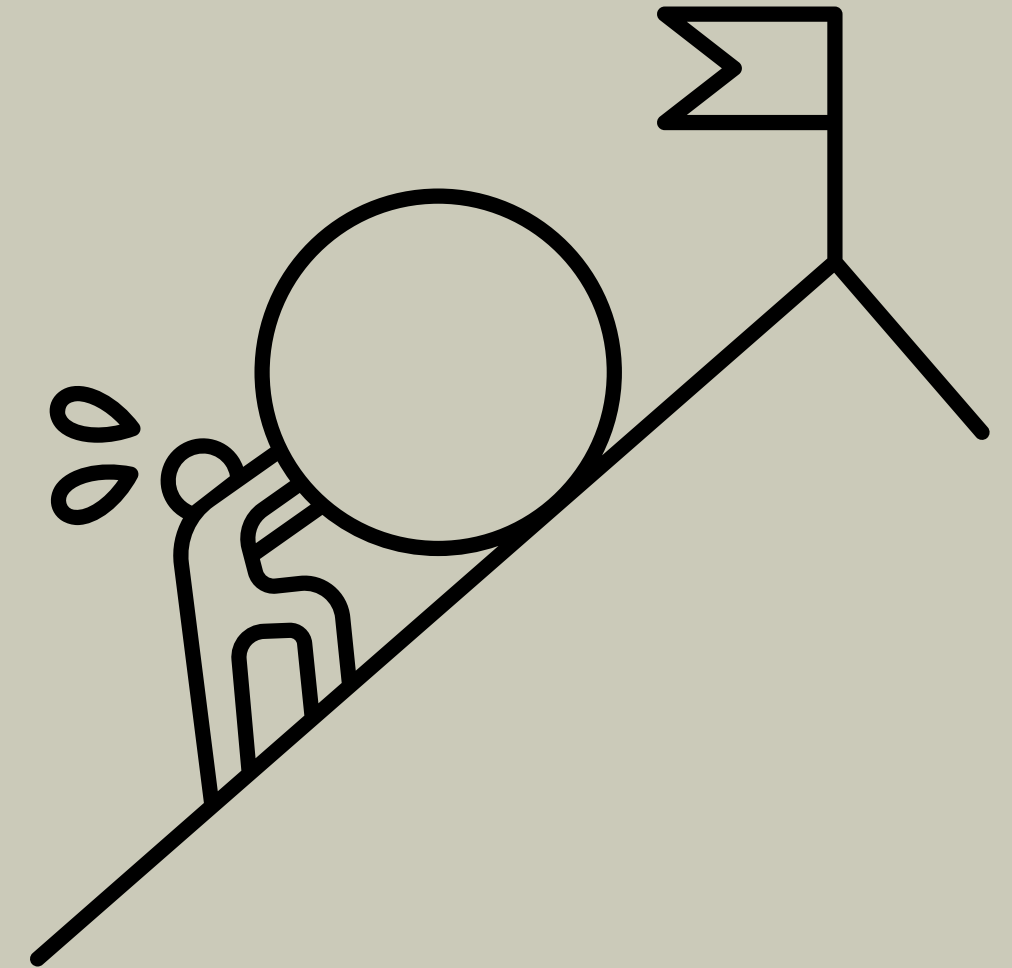
Takeaways

- **Focus on building trust:** I should focus on building trust with potential customers by being transparent about our business model and how they use customer money.

- **Target the right audience:** Team should use data and analytics to identify and target the people who are most likely to be interested in Inclusive Tomorrow's raffle tickets.

- **Use a variety of marketing channels:** Use a variety of marketing channels to reach their target audience. This could include paid advertising, organic social media, email marketing, and SEO.

- **Track and measure results.** I should track and measure the results of the campaigns so that they can identify what's working and what's not. This will help me to improve my campaigns over time.

Thank You!