

Marketing Campaigns

**Part One: Defining the Customer
Lifecycle, Determining Your Audience,
and Setting Actionable Goals**



About This Worksheet

This Marketing Campaign Strategy Worksheet is designed to be a step-by-step guide to determining your customer lifecycle, audience, and goals to get on track for successful campaigns.

Without a clear, well-defined strategy that is narrowly focused around the right audience and the right message to promote your business, there's a lot that can go wrong with a campaign. Developing a strategy that works doesn't have to be complicated: It's as simple as understanding the way customers naturally want to develop their relationship with your brand and constructing your marketing efforts to support that development. In this worksheet, we'll guide you through determining each piece step-by-step.

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Chapter 1

Setting the Foundation

- Finding Your Strategy
- The Customer Lifecycle
 - Attract
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Finding Your Strategy

With so much riding on your marketing strategy, it's important to get it right. But where to begin?

Use the following questions to get you started on the right path:

1. *List three core reasons customers purchase your product or service.*

1. _____
2. _____
3. _____

2. *List the most common uses or applications for your product or service.*

1. _____
2. _____
3. _____

3. *What are the problems your product or service solves?*

1. _____
2. _____
3. _____

It's important to keep these in mind as you develop your marketing strategy, which should serve to support the way your customers naturally want to develop their relationship with your brand.

The Customer Lifecycle

To understand the purpose of each marketing campaign you launch, and how it fits together with the rest of your marketing efforts, it helps to get familiar with the “Customer Lifecycle.”

There are five stages of the customer lifecycle you will use to guide your leads and customers to take action. Each state corresponds with a different phase of their relationship with you. As leads and customers grow to know and trust you, they’ll progress through these five phases over time. Pushing customers to take an action that doesn’t match the level of their relationship with your brand is a risky decision – like asking someone to marry you on the first date. In both cases, the better strategy is to develop the relationship over time before the big ask.

1. ATTRACT

During this stage, the goal is to make prospects aware of your brand and begin a relationship by having them opt in for something – a piece of valuable content, a coupon code, your weekly newsletter – and share their email address.

What can you offer of value, for free, to gain interest from new leads? List some ideas below?

1. _____
2. _____
3. _____

2. CONVERT

At this point, you want to take those leads and turn them into paying customers.

Do you have lower-priced products that you can use as initial entries to your business? List them below. (If not, brainstorm lower priced products that you can create. Consider anything related to your core business or product that shows your expertise and value.)

1. _____
2. _____
3. _____

3. FULFILL

Once you have converted leads into customers, your goal is to serve these customers to the best of your ability to build trust, encourage retention, and create brand loyalty. This includes everything you can do to improve the client experience, add more value for customers, and keep them coming back.

What can you do to improve the experience your customers have with your company and your product or service after they purchase? For example, could you improve the onboarding of your product, implement follow-up messaging?

1. _____
2. _____
3. _____

4. DELIGHT

Here, the objective is to expand the buying relationship by introducing the now loyal clients to additional products, events and services. Strategic expansion encourages customers to make your core product more a part of their lives.

What are some add-on products that would complement your core products? List ideas below.

1. _____
2. _____
3. _____

Can you host an event –live or online- to further engage with your customers? Consider some topics and ideas here.

1. _____
2. _____
3. _____

5. REFER

The ultimate value you can receive from your customers is not the money they pay for your core product, but rather word-of-mouth marketing.

How can you incentivize your customers to refer new leads to you? For example, could you offer them a discount for referring their friends.

1. _____
2. _____
3. _____

Chapter 2

Who to Target

- Creating Personas of Your Target Audience
- Finding and Relieving Their Pain Points

Creating Personas of Your Target Audience

To effectively grow your contacts' relationship with your brand, you need to know who they are and what they are about. The best way to keep your campaigns audience-focused is to create buyer personas that describe your typical customers from head to toe. A buyer persona is an imaginative representation of an ideal buyer based on everything that you know about existing customers.

1. Think about your business's most common customer types

- *Why do customers purchase your product or service?*

- *What's the most common use or application for your product or service?*

- *What problems does your product or service solve?*

- *Who needs your product or service? Who was your business created for?*

2. Think about the behavioral information you know about your customers, such as their buying habits, engagement with your content, visits to your website and clicks on your ads.

- *How often do they buy your product?*

- *How much of the product do they buy each time*

- *Which type of product do they buy the first time? Second time?*

- *Are they just getting free downloadable content? Are they buying? Are they doing both?*

- *Are they opening your emails?*

- *Are they clicking the links in your emails? Did they join or like your social media group or business page?*

- *How often do they visit your website before purchasing?*

- *What does their journey look like as they click through your website?*

- *Who are clicking on your current ads and what do they have in common?*

3. Think about some demographical data such as:

•What is the age range of those you want to target as customers or leads?

•Is there on gender that will identify more strongly with your product or service than the other?

•Are there certain job titles that may find more use of your product or service?

•Perhaps there's an income bracket who is more willing or able to purchase from you?

•Are you trying to reach a local, regional, state, country, or national audience? Maybe a specific zip code, city, state, country?

•Does your product or service cater to a certain education level?

•Does the marital status or number of children play a role in whether or not someone will buy from you?

•Do you cater to all business types, or is there one in particular you focus on?

Finding and Relieving Their Pain Points

With the data above, you should be able to paint a clear picture of who your audience is, but to create a campaign strategy that truly resonates with them, you have to take things one step further and nail down their pain points.

1. What is your audience struggling with? What problems are they experiencing on a daily basis?

2. What are they doing now to help alleviate these problems?

3. Put yourself into their shoes and imagine what it would feel like to struggle with their issues. How would you feel?

4. What would it look like to them to have this problem solved for good?

5. How will your product or service get them to this point?

Chapter 3

Creating Reasonable and Realistic Goals

- Charting Your Path
- Choosing Your Goals

Charting Your Path

Once you have your audience, pain points, and strategy, it is wise to start thinking of the end result. Below, Write in some quick responses to the questions on each step of the customer lifecycle

	What is their relationship with you like?	What actions do they need to take next?	What will you do to motivate them to take the next step?
Attract			
Convert			
Fulfill			
Delight			
Refer			

Choosing Your Goals

Once you have this matrix completed, circle the specific actions that your campaign will focus on motivating contacts to take. Although this table shows your entire funnel, a successful campaign only needs to focus on one part of it. The information above is what you will use to set your goals and answer the more in-depth questions on the next page.

1. What action do you want your contacts to take at each stage of the customer lifecycle? For example, if you chose a goal within Attract, and the action you want your audience to take is to download your free ebook, you would need to measure how many people downloaded that ebook.

2. Is this a goal that can be measured easily? Can you, or anybody looking at your performance numbers, know at-a-glance if the goal has been achieved?

3. Don't shoot for the stars. Is this a goal that you can reasonable attain? One the same note, is it realistic? Is it something just out of reach that isn't demoralizing but prompts you to be challenged?

4. Set a specific time frame in which you want to achieve this goal. One week? One month? One year?

Use the above information to create a specific goal.

For example: increase one-time sales of online course
Personal Organization for the Disorganized by 20% within
Quarter 2 of 2018.

Next Steps

Now that you have a basic idea of who you want to target and have set a specific goal, it's time to put your thoughts to action and turn them into performing campaigns.

Ready to take your marketing to the next level?

Let's work together to achieve your objectives. Reach out to us today to discuss your goals with our dedicated team. We look forward to hearing from you!

TheTeam@NextGenMarketingNow.com

When you choose us, you can be confident that you will get the complete marketing package. We bring together good design practices and performance-driven analytics to deliver innovative solutions.

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