

6 STEPS TO CRAFT WINNING CAMPAIGNS

for Small Businesses

1

SET A CLEAR GOAL

Decide what you want to achieve with your campaign.

Be realistic, you are not going to gain millions of followers in one day, and more importantly, follows or views don't equal sales.

(Ex. Brand awareness, sales, lead generation)



2

CRAFT A COMPELLING MESSAGE

Show what makes you unique and why your audience needs you.

Knowing your target, think about how your product can solve their problems. What makes you unique and why they should buy what you are offering them.

(Make your campaign about your customers, not your brand.)

3

PICK THE BEST MARKETING CHANNELS

Go where your audience engages and buys.

Build the perfect mix between organic and paid content on the platforms your audience frequents the most.

(Choose 1-2 platforms where your customers are active.)



4

CREATE HIGH-QUALITY CONTENT

Use eye-catching visuals and persuasive copy.

Craft content without grammar errors and the best quality. Jump into trends and share user-generated content to engage with your audience.

(Optimize content for mobile and SEO.)



5

LAUNCH & TRACK YOUR RESULTS

Marketing is data-driven, not 'set it and forget it.'

Once your campaign is done and ready to launch, keep monitoring and analyzing its performance to see if there's something that has to be tweaked.

(A/B test different elements (headlines, CTAs, visuals) and tweak accordingly.)

6

ENGAGE WITH YOUR AUDIENCE

The sale isn't the end—it's the beginning.

A happy customer comes back and keeps buying. Keep engaging with your audience after they buy your products to ensure they come back and recommend your brand.

(Set up automated email sequences and remarketing ads to maximize retention.)



Marketing BTS