



Marketing campaigns

Here are some ingredients for putting together a successful marketing campaign. Work through these points to make a start on your campaign.

1. **Get one clear objective** – event, brand, service, recruitment. Don't try to cover more than one at a time.
2. **Audience** – How many of them? Who are they? What are their interests? Try and think of one person. Break large groups into different groups. Write down who they are, how many and three things that would interest them.
3. **Method** – What is the best way to target your audience? If a wide group you need to use a variety of methods tailoring to each group. Email, social media maybe for younger groups, Leaflets maybe for older groups. Do market research on how they would prefer to be contacted if you are not sure. What method will you use and why?
4. **Creative concept** – What will it look like? How can you best appeal to your audience? Picture the finished product. What are the main elements? Grab them. Why does it matter? – the service you are selling. What's the crucial element – tell the story.
5. **Hero/Heroine** – Your story needs a human face, make them honest and personal. Who are they? What three things do you know about them? Try and use a real person if you can.
6. **Hook** – What is the hook? How can the audience identify with the protagonist, the situation and the goal? Make it specific. Write your first three sentences.
7. **Highlights** – Don't be predictable. What is your unique selling point? What are the barriers and surprises? What do we have? Maybe use relevant stats and humour. Three highlights that will keep your readers attention.
8. **Conflict** – What are you trying to solve? Not necessarily an organisation but an issue/problem. What solution or improvement are you offering?
9. **Barriers** - Two or three things your hero or organisation must overcome to succeed. What world will exist if it works?
10. **Emotion** - What's the emotional hook? Make your audience emphasise, understand and care. Five words on how you want your audience to feel after reading your campaign.



11. Urgency - What do you want them to do? How do they fit in? Why now?

12. Timing - What is the best time to target your audience? Friday or Tuesday afternoons are good with sending email.

Further Help

Manchester Community Central – contact us on 0333 321 3021, or email: info@mcrcommunitycentral.org, or visit: www.manchestercommunitycentral.org