

# 1 Campaign

## What is a marketing campaign?

A campaign is a specific, defined series of activities used in marketing a new or changed product or service. An effective marketing campaign will shape your customer's image of your company in a positive manner. Successful online marketing campaigns are based on a set of goals that are driven by conversions.

## Why do I need campaigns?

Campaigns are the way that marketers consistently engage with an audience at scale. Based on a marketing plan, campaigns contain ways to validate the success of marketing activities for an organization.

## What a campaign is NOT

Campaigns are not random emails or communications to customers. They are well planned and thought out ways of engaging customers based on a set of defined goals.

## Campaign – Basic techniques

- Develop a marketing plan that contains measurable campaign goals.
- Identify campaign based conversions.
- Define lead scores based on campaign activities.
- Determine a score threshold that will indicate a sales ready lead.
- A/B test any campaign landing pages.

## Campaign – Advanced techniques

- Assign lead scores based on rules assigned to campaign activity such as the online behaviors of anonymous and known visitors
- Set up alerts for the sales when certain lead score thresholds are met.

- Explore multiple scoring scenarios to gain greater insights into a lead's level of interest in different products or campaigns.
- A/B split test campaign banners
- Optimize traffic sources to get the most out of well performing sources

## Campaign optimization

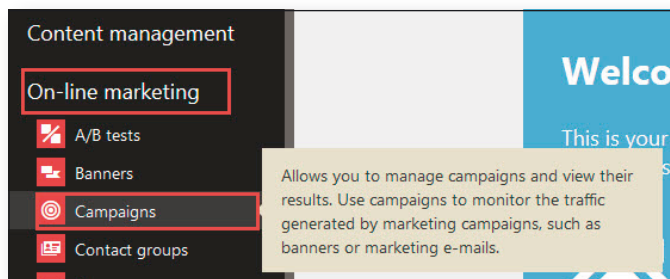
- Continually review scoring and criteria to provide the most accurate score possible
- Review score of won and lost opportunities to verify they were what was expected for top prospects
- Review leads with high scores that did not turn into opportunities. How could the campaign be improved?
- Review contacts online behavior to see if their actions are really demonstrating the best campaign leads and are being reflected properly in the score.
- Leverage A/B and MVT testing to achieve the best possible conversions.
- Expand campaign areas that are well performing and close out areas that aren't.

## Top Resources

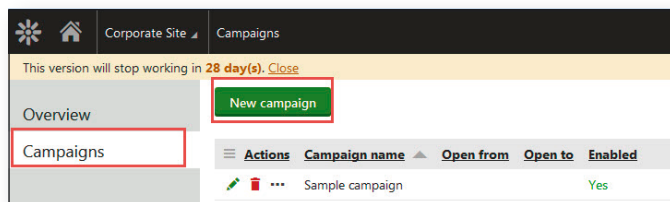
- Campaign overview:  
[http://devnet.kentico.com/docs/onlinemarketingguide/campaigns\\_overview.htm](http://devnet.kentico.com/docs/onlinemarketingguide/campaigns_overview.htm)

# Campaign quick start

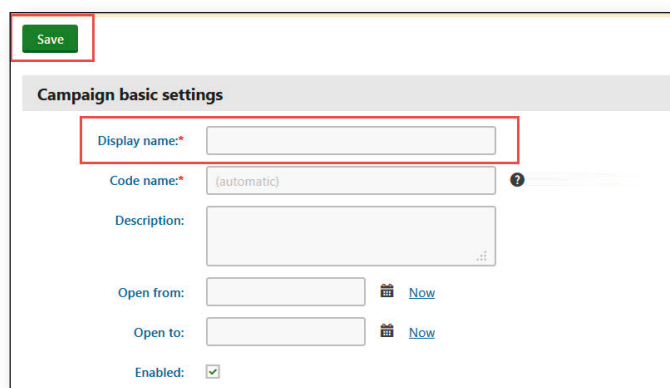
1. In **CMS Desk** select the **On-line marketing** tab and then click the **Campaigns** button as shown in the following screenshot.



2. In the **Campaigns** screen select the **Campaigns** tab and then select the **New campaign** link as shown in the following screenshot.



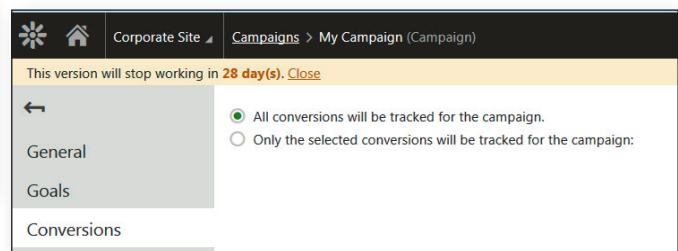
3. In the Campaigns screen in the **Campaign display** name enter **My Campaign**, in **Campaign name** enter **MyCampaign** and then select the **OK** button as shown in the following screenshot.



## Goals

Option name	Description
Number of visitors	Sets the expected number of campaign visitors
Number of conversions	Sets the expected number of conversions.
Total value of conversions	Sets a target number of all conversions expected.
Value per visitor	Sets the average conversion.

## Conversions



Option name	Value
All conversions will be tracked for the campaign	If checked any conversion on the site is included
Only the selected conversions will be tracked for this campaign	If checked only selected conversions are included.