Campaigns

Quick Start Guide

What Is a Marketing Campaign?

A campaign is a specific, defined series of activities used in marketing to promote a new product or service, increase sales of an existing product, build brand image or even reduce the impact of negative news.

Why Do I Need Campaigns?

An effective marketing campaign will shape your company image in a positive manner. Marketing campaigns are a great method for both communicating with your market to reinforce your company positioning, and for customer acquisition.

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.

Campaigns – Basic Techniques

- Develop a marketing plan for your business and make sure your campaign fits the overall plan.
- Identify your target audience and channels you will use to reach them – email, PPC ads, social media, radio, television, etc.
- Set your campaign objective and decide how long the campaign will run.
- Establish the metrics you will use to measure the campaign success.
- Be creative when preparing the copy of your landing pages or ads—your target market is bombarded with messages daily, you need to grab their attention and engage them.
- Create a Timeline and Action Plan.

Campaigns – Advanced Techniques

- Test variants of your landing pages using A/B or multivariate testing.
- Use A/B testing to experiment with the content of email and subject lines.
- Create automated workflows to further nurture your campaign visitors.
- Set up alerts that notify the sales department when a lead score threshold is met.

Campaigns Optimization

- Make sure you track the right metrics.
- Expand campaign areas that are well-performing and close out areas that are not.
- Improve your marketing strategies based on your campaign results.
- Focus on both visitor-to-lead and lead-to-customer conversion.

Top Resources
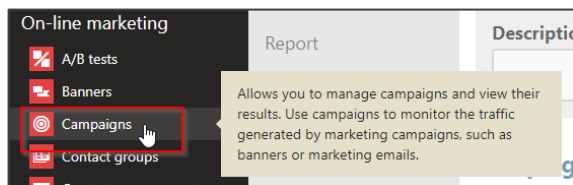
Five ways to optimize your digital campaigns:
https://www.kentico.com/optimize-your-digital-campaigns

Omni-Channel Marketing for Customer-Driven Interaction:
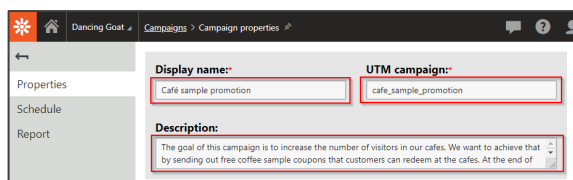https://www.kentico.com/customer-driven-interaction

Kentico Campaigns – Quick Start

You can manage your campaigns in the **Campaigns** application.

1. In the administration interface, open the Applications list and click **Campaigns** under the Online Marketing category.
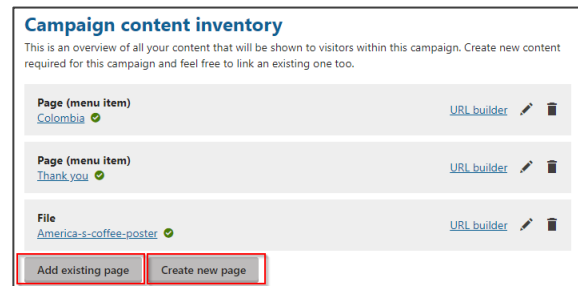

2. Once you create a new campaign, enter the campaign **Display name**, add **UTM campaign** parameter, and the **Description**.

If you, for example, set the UTM campaign parameter value to MyCampaign, link URLs will look the following way:
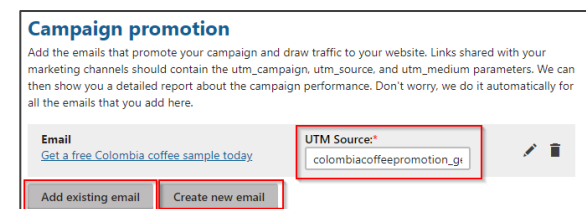
http://www.mywebsite.com/Home?utm_campaign=MyCampaign

3. Next, add pages to the **Campaign content inventory**. The inventory is here for your overview so you can quickly see what content is involved in your campaign.

You can add an existing page from the Pages application or create a new one from scratch.

4. You will now add emails to promote your campaign and draw traffic to your website.

You can add existing emails from the Email marketing application or create new ones directly from here.

The *utm_source* parameter is automatically added in the URL links. You can change its value in the **UTM Source** field.

You can also use other channels for your campaign promotion, such as Facebook or Twitter. The **URL builder** next to a page in the Campaign content inventory will provide you with the URL link to promote your campaign wherever you need.

For more information visit: www.kentico.com/product/overview

5. Next, add conversions you need to track for your campaign. The system allows you to track any activity on your website, e.g., a page visit, a form submission, or a product purchase.

6. Lastly, add a campaign goal in the **Campaign objective section**. The campaign objective allows you to evaluate whether your campaign was successful or not.

7. Click the **Schedule** tab. Here, you can either launch your campaign right now or schedule it for later on.

After launching your campaign, you can still make changes to the campaign—add emails based on your campaign performance, add conversions, or change objective.

Reports

On the **Report** tab you can see how your campaign progresses towards its objective, the number of conversions tracked from each traffic source (based on the *utm_source* and *utm_content* parameters) and the funnel showing the journey campaign visitors followed.

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