**Awareness Marketing**

**Campaign Planner**

**STEP 1 – Target the Customers to Include**

*For whom are you developing this campaign? You can develop a campaign for a particular sport or group of similar sports, a particular group of people with similar roles such as booster club presidents, club team owners, athletic directors, parents, etc.*

**List All Groups Involved in This Campaign Below:**

|  |  |
| --- | --- |
|  |  |

**STEP 2 – Design Customer Targeted Offerings**

*Think about the target group(s) you listed above and who are the decision-makers. What are their common interests, challenges, passions, etc. Ask yourself, how can I tap into these with my team training programming and promotions by creating an offering that will pique their interest? Remember, it can be as simple as renaming a program or promotion you already have, or developing a new program or promotion for your offering.*

**Name of Offering:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Focus of Offering:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Outline of Programming or Promotion Included in Offering:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**STEP 3 – Plan the Launch**

*Think about how you will let your customers know about the offering you developed in Step 2 above. Remember, you need at least 1-Direct Touch for each campaign. The more Direct Touches you include increases the potential for success.*

|  |  |
| --- | --- |
| **Indirect Touches Planned:** | **Direct Touches Planned:** |

*As a reminder, below is a partial list of Indirect and Direct Touches:*

|  |  |
| --- | --- |
| ***Indirect Touches:***   * + *Post the offering or a related article on social media*   + *Update website with the offering(s) and send update notice*   + *Speak and/or participate in community events on the offering(s)*   + *Run promotions for open free clinics at public locations with flyers about your offering*   + *Send general email or text announcements* | ***Direct Touches:***   * + *Create and send customized email announcements*   + *Create and send customized text announcements*   + *Send notes/letters with announcements (by mail)*   + *Call existing customers to discuss the offerings*   + *Cold call new customers to introduce yourself and discuss the offerings*   + *Hold a webinar to discuss your offerings and answer questions*   + *Visit customer to discuss your offering and leave materials for his/her to review* |

**STEP 4 – Develop Supporting Materials**

*Based on your planning in Step 3, what materials will you need to carry out your indirect and direct touches. For example, if you’ve planned an email campaign, you will need to develop an email template for the campaign.*

|  |  |  |  |
| --- | --- | --- | --- |
| **Supporting Material Needed:** | **Target Date Completed:** | **Supporting Material Needed (con’t):** | **Target Date Completed:** |

*As a reminder, below is a partial list of the most common supporting materials for a campaign, but use your imagination and think outside of the box for others.*

* + *Social Media Posts*
  + *Email Content (which you can cut and paste from)*
  + *Visuals/Videos*
  + *Talking Points (kind of a mini elevator speech for your offering)*
  + *Flyer (covers the offering, benefits and expected outcomes)*

**STEP 5 – Launch Your Campaign**

*Now it is time for execution. Plan the dates that you will start your indirect and direct touch efforts and have them completed. Use your CRM to help you compile the lists you need to help with your various efforts.*

|  |  |  |
| --- | --- | --- |
| **Touches Planned:** | **Target Date to Start:** | **Target Date to Complete:** |

*It is highly recommended that you think about how to best ensure these efforts are completed. For example, if you are going to make phone calls, when and where are the best times/places to ensure you don’t get interrupted or side-tracked with other things. Making a detailed day-by-day plan will help you execute at the highest level.*

**Step 6 - Follow-up & Assessment**

*It is important to review the effectiveness of this campaign so that you will know whether to use it or a similar campaign with this target audience in the future. We suggest you save this planner, with this step completed to a specified file for future reference.*

**Approximate Number of Actual Touches: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Number of Leads Produced: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Number of Prospects Developed: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Number of Sales Closed: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**