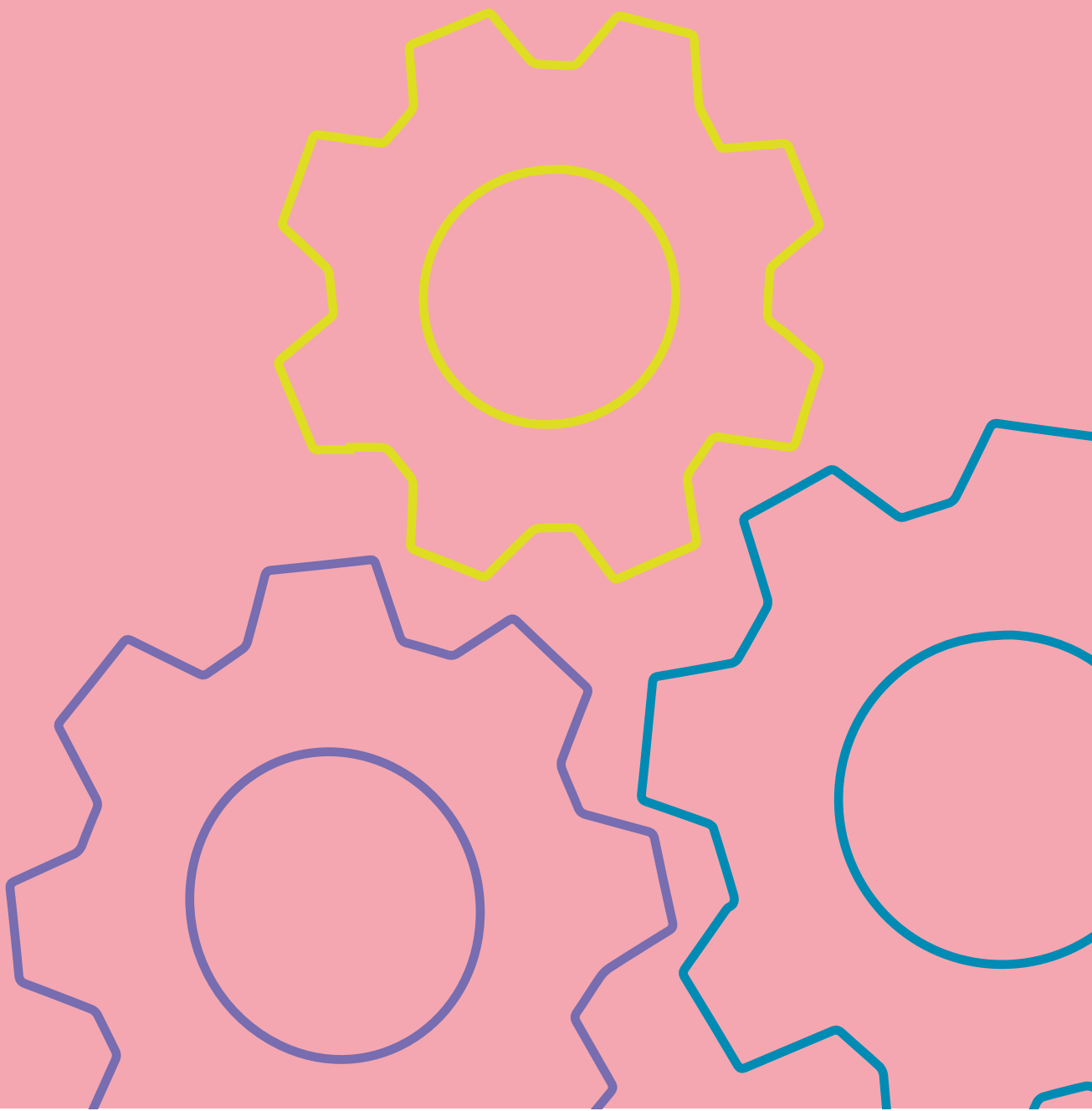


Simple steps to planning a campaign



Setting campaign objectives and goals

When putting a campaign together, think first about what you would like to achieve from it. It may be more followers on social media or an increased awareness within a specific audience group. Maybe you want to increase loyalty, encourage donations or drive volunteer signups?

Whichever one it is, keep that objective in mind and decide on what your target will be. If you have a target it can help you calculate how much you will need to spend on the campaign to reach a specific number of people, this includes the basics like your time which should be viewed as a cost. Then you can think about how you measure and deliver this online.

Example: Your organisation may be aiming to create a campaign to get information to people. Perhaps you would like to ensure 1,000 people understand more about community planning, for example. This would be a good campaign objective and target.



Understand your audience

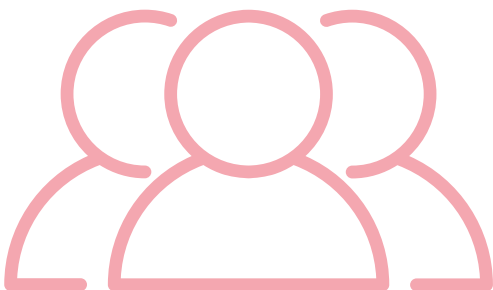
Decide on the particular audience you want to reach. Having a specific audience in mind will help you to target your campaign messaging to capture their specific needs and wants. Start with developing a clear understanding of what motivates them and what they need. You'll most likely work with them every day so you probably know more about them than you think.

If you feel like you don't know enough about them, consider targeting them using social media or email lists to ask them a few questions. This is one of the reasons why it is important to talk your supporters and service users when you meet them at events, or speak to them via email or on the phone. Get to know them, and find out what makes them tick.

Here are some examples of the questions you should consider:

- **What do they do for a living?**
- **Where do they live?**
- **How do they spend their free time?**
- **What are they talking about?**
- **Who do they look up to?**
- **What is their most pressing issue?**
- **Where do they get their information?**
- **How did they find you?**
- **If you could tell them one thing, what would it be?**
- **How would you show them?**

Example: You might target the following three groups to achieve your campaign objectives: 'community leaders', 'community group members', and 'local government'



Pull your campaign together

What is your campaign's call to action?

You'll want to decide what the key ask is of the campaign. It could be to 'donate now', 'read this', or 'sign up here'. Whatever it is, make sure it is clear and easy to action.

Example: In our example, it might be something along the lines of "find out about community planning".

How will your audience carry out your call to action?

If it is a donation, how will people donate? Will it be via text donation, an online payment portal, or through a fundraising platform?

If you want people to sign up to an event, what is the best way to do this? Through a third party events tool, or on your website?

Make it as easy as possible for your audience to carry out this call to action. This is essential to ensure that your audience feels as if they want to be a part of your cause.

Example: Continuing our example, think about how your audience may wish to digest this information. Something that works on mobile will be good for your busy community leaders on the go. Perhaps local government employees would prefer to print it and read it later. The community group members might like a format to send on to fellow group members.

...So it makes sense to create a printable, sharable page on our mobile responsive website to house this information.

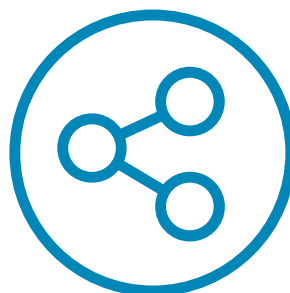
Platforms

Choosing your platforms is very important to planning your campaign. Few organisations have the resources to manage all of them, so think about which ones are best for your campaign.

- **Which platforms have you already built an audience on?**
- **Where does your audience spend most of its time?**
- **Do they watch videos?**
- **Do you have a particular type of content? Videos or images?**
- **How often do they use Facebook? Twitter? Instagram?**
- **Do they have a LinkedIn profile?**
- **Which online publications do they read?**

Be honest - if your audience is on Snapchat but you're using Facebook or email, how will you reach them?

Example: You may wish to target local government staff on LinkedIn and Twitter as you can filter by job role. Meanwhile, you could target all community group leaders via email, as you already have an email list and access to the forum, whilst you know community group members are active on Facebook.



Messaging and Levers

Now that you know your audience, think about the messaging that will motivate them.

Tailoring your message to specific target groups is important. If, for example, you're talking to people who want to enter a marathon, they won't necessarily be motivated by a charity message.

People are also often motivated by things that directly affect them. Consider how you can make your message about them.

Think about which levers you can pull to entice your audience. Why should they sign up to your newsletter? What will they want from a newsletter? Can you use an influencer to hook the audience in and promote your cause through their communications channels?

An influencer is someone with access to a large audience who respects their opinion, this could be a celebrity, MP, newspaper or industry professional.

A sense of urgency will also make your key messages powerful. By creating urgency and convincing people they need to act now rather than later, you'll decrease the number of people who forget to come back and do it later.

Example: To create urgency focus on a limited timeframe; matched funding offers are a good example - 'Donate before (XX) & Example Business will match your donation' In order to push the message further, is there an influencer in this sector we can quote in the article, or even film a short video of? Images will help and you can try using statistics to create urgency.



What do they need and want from you?

What will trigger their emotions?

Campaign planning template

Objective:

Target:

Call to action:

Content brief:

Link to content:

Example

Objective: 1,000 people to understand more about 'community planning'

Target: Community leaders, Community group members and Local Government

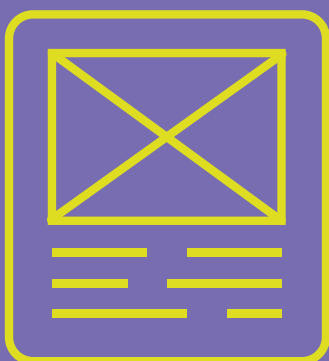
CTA: Find out info about community planning here

Content brief: Printable, sharable, mobile friendly. Easy to understand and comprehensive written information about community planning. Image to accompany social.

Link to content: A shortened, trackable campaign URL – Search for 'Google Campaign URL Builder' to help with this.

Campaign planning template

Audience	Platform	Message	Lever
Local Government staff.	LinkedIn, Twitter.	Thinking of acting on #currentevent? Learn how here with our quick guide. Save (stat) amount of (cause) by acting now on #currentevent. See our guide.	Use a current event to create urgency. Use relevant stats
Community leaders.	email, forum.	Thinking of acting on #currentevent? Learn how here with our quick guide. Save (stat) amount of (cause) by acting now on #currentevent. See our guide. Can you help us spread the word?	Use a current event to create urgency. Use relevant stats.
Community group members.	Facebook.	Our ambassador (influencer) wants to fix #currentevent. Can you help? Guides on how here.	Use a current event to create urgency. Use influencer to tap into their audience.



Media Trust
 Ugli Campus
 56 Wood Lane
 London W12 7SB

Keep in touch
 Email: info@mediatrust.org
 Twitter: @Media_Trust
 Facebook: www.facebook.com/MediaTrustCharity
 Tel: +44 207871 5600

Media Trust is a registered charity: 1042733
 Company Number: 2895790