

INCLUSIVE TOMORROW

MULTI-CHANNEL SPRING CAMPAIGN



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Achievement 5

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ABOUT INCLUSIVE TOMORROW

Inclusive Tomorrow is a charity in Germany committed to the idea that people with and without disabilities should live together without barriers in all aspects of life.

Their efforts include integrating ramps and elevators into building designs and making sure text and information from public institutions are accessible.

To fund its social projects, Inclusive Tomorrow sells raffle tickets online, either singly or as a subscription. They'd like to expand their reach and revenue from the raffle ticket sales to be able to do even more for the community.

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THE CAMPAIGN

- Inclusive Tomorrow's Spring campaign was launched to sell more raffle tickets. It followed the holiday campaign that underperformed.
- As the marketing analyst, I did a lot of organizational tasks, research and data analysis to improve the campaign strategy.
- Working with the creative and product teams and other stakeholders, we aimed to sell more raffle tickets to a younger audience and improve metrics from the holiday campaign.

SOLUTIONS

- I researched case studies and what other charities did for successful campaigns. I also analyzed data from our last campaigns to see what did and didn't work.
- Then I decided we should try targeting a younger audience through our ads and try TikTok as a new channel. We looked at the raffle ticket landing page to see if it could be improved to boost sales..
- The campaign focused on paid social (Facebook, Instagram, TikTok) and Google Search as well as organic Instagram and YouTube.
- Throughout the campaign I collaborated with other teams (creative, product) and learned how to get and take feedback from stakeholders. Data analysis and research also came in handy.



DELIVERABLES

WORK I DID FOR THE CAMPAIGN

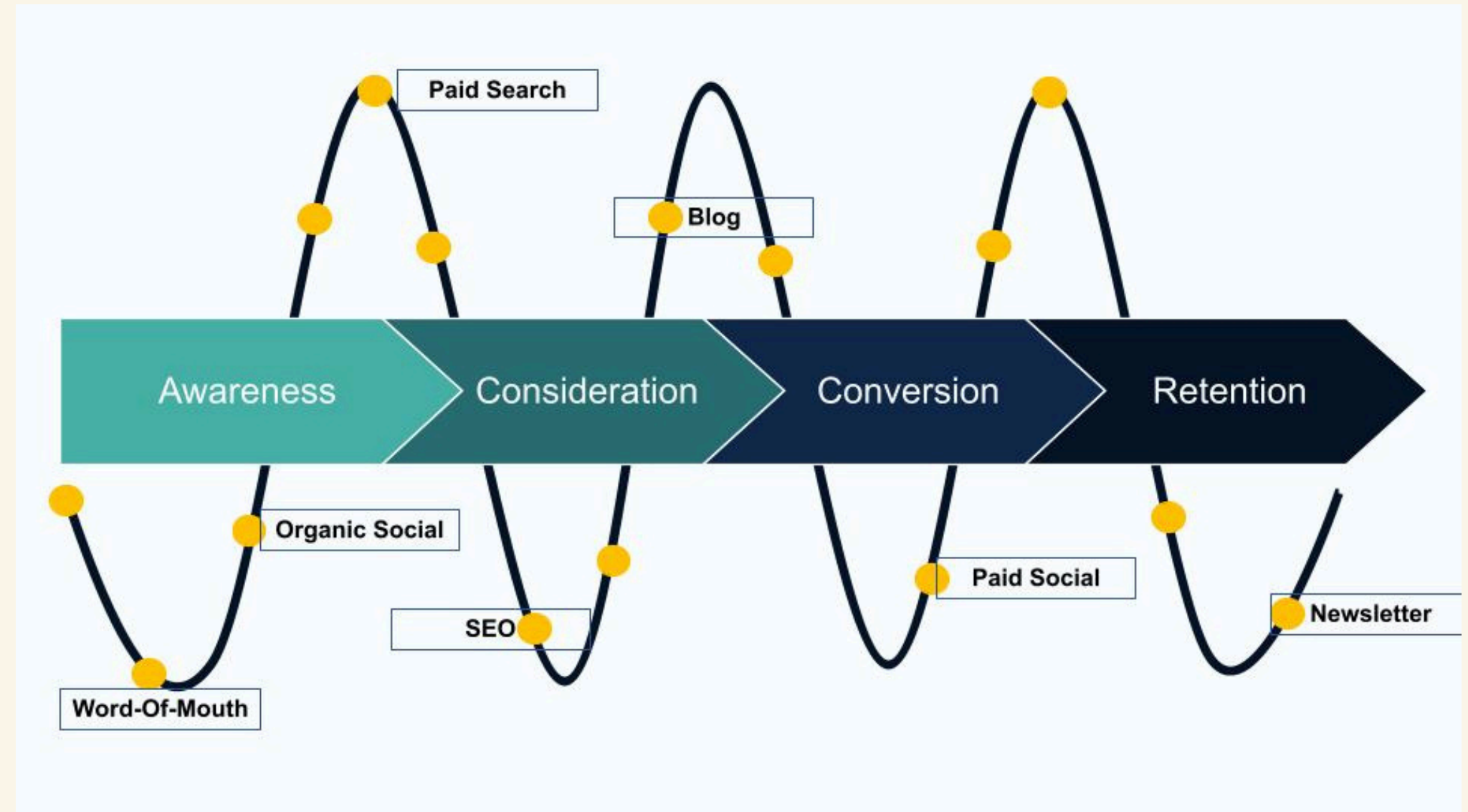
CUSTOMER JOURNEY

MOVING THROUGH THE CHANNELS

We wanted to map how a customer might move through our paid and organic channels before and after buying a raffle ticket.

THE OUTCOME

Creating the journey helped me visualize how a customer might get to the point of wanting to buy a raffle ticket. It was a productive way to start the campaign.



METRICS

Funnel Step	Channels	Target Metrics
Awareness	Word of mouth Organic social media	Engagement, reach
Consideration	Paid search SEO Blog	Page views (visitors), session duration
Conversion	Paid social Google Display ads	Orders
Retention	Newsletter Email marketing	Re-orders

NORTH STAR METRIC

The campaign's North Star Metric is monthly active subscription. We decided on this because it's an easy way to measure progress.

TARGET METRICS

We decided which part of the funnel each channel we're using belongs in and what their target metrics are. This helps direct and organize the campaign, decide on calls to action and more.

CHANNEL DATA ANALYSIS

COMPARING 2 CAMPAIGNS

I looked at the campaign data for two years and analyzed how different channels performed. this helped decide what channels to focus on or discontinue for the Spring campaign.

COMPARING CHANNELS

Then I compared paid and organic channels two at a time to help get a better picture of how to use the budget. In the end we decided to stop using Google Display ads and use the budget for a new channel - TikTok..



CONVERSION ATTRIBUTION

After looking at the attribution models we could use, I opted for the linear model. Because each of our paid conversion channels is focused on orders, I wanted them to get equal weight and also to capture more of the customer journey.

THE OUTCOME

In the end we decided on a nice mix of organic and paid channels and also a way to attribute conversions that makes the involved channels equal players.

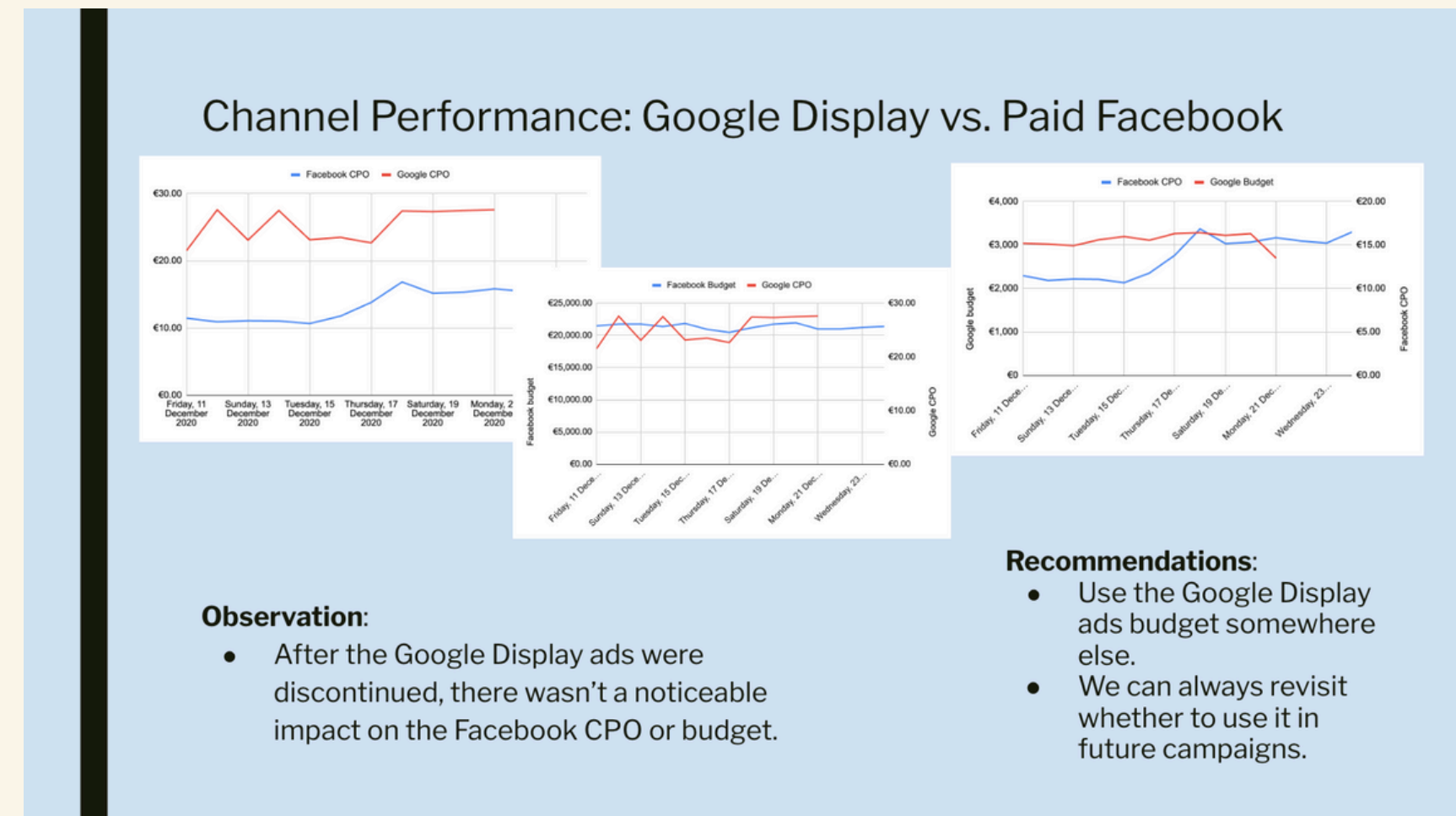
CORRELATION ANALYSIS

COMPARING CHANNELS

I compared data from 2 channels at a time to see if the performance of one impacted the other. If there was a correlation I noted that when deciding what channels to use for the Spring campaign.

WHAT I LEARNED

Doing the correlation analysis made me realize that although Google Display ads were performing well, they were expensive and we should shift the budget into a new channel.



STRATEGY PRESENTATION

New Channel: TikTok

Target Audience:

- Ages 18-34
- More than 69% of TikTok users fall within this age range.



Funnel Step:

Conversion

Ad Formats:

Video

Prices:

- The cost-per-click (CPC) as of May 2024 is €0.23-€3.72.
- Average CPC is €0.93.

Communication Concept:

Funnel Step	Channel	Communication / Content	CTA
Awareness	Organic Instagram	Posts about how giving money to Inclusive Tomorrow helps the community. Focus on people and feel-good stories.	Share with someone you love
Consideration	Content marketing & SEO	Highlight charity work Profile young people being helped	Order now
Conversion	Paid TikTok	Focus on charity aspect of Inclusive Tomorrow "Help us help the community"	Order now
Conversion	Paid Facebook	Focus on charity aspect of Inclusive Tomorrow	Order now

CEMENTING A STRATEGY

After going through all of the data and case studies, I made a presentation with my strategy for the Spring campaign. This also included the addition of a new channel.

WHAT I LEARNED

Boiling everything down into a presentation to a client was not easy, but it helped to explain the rationale for my decisions.

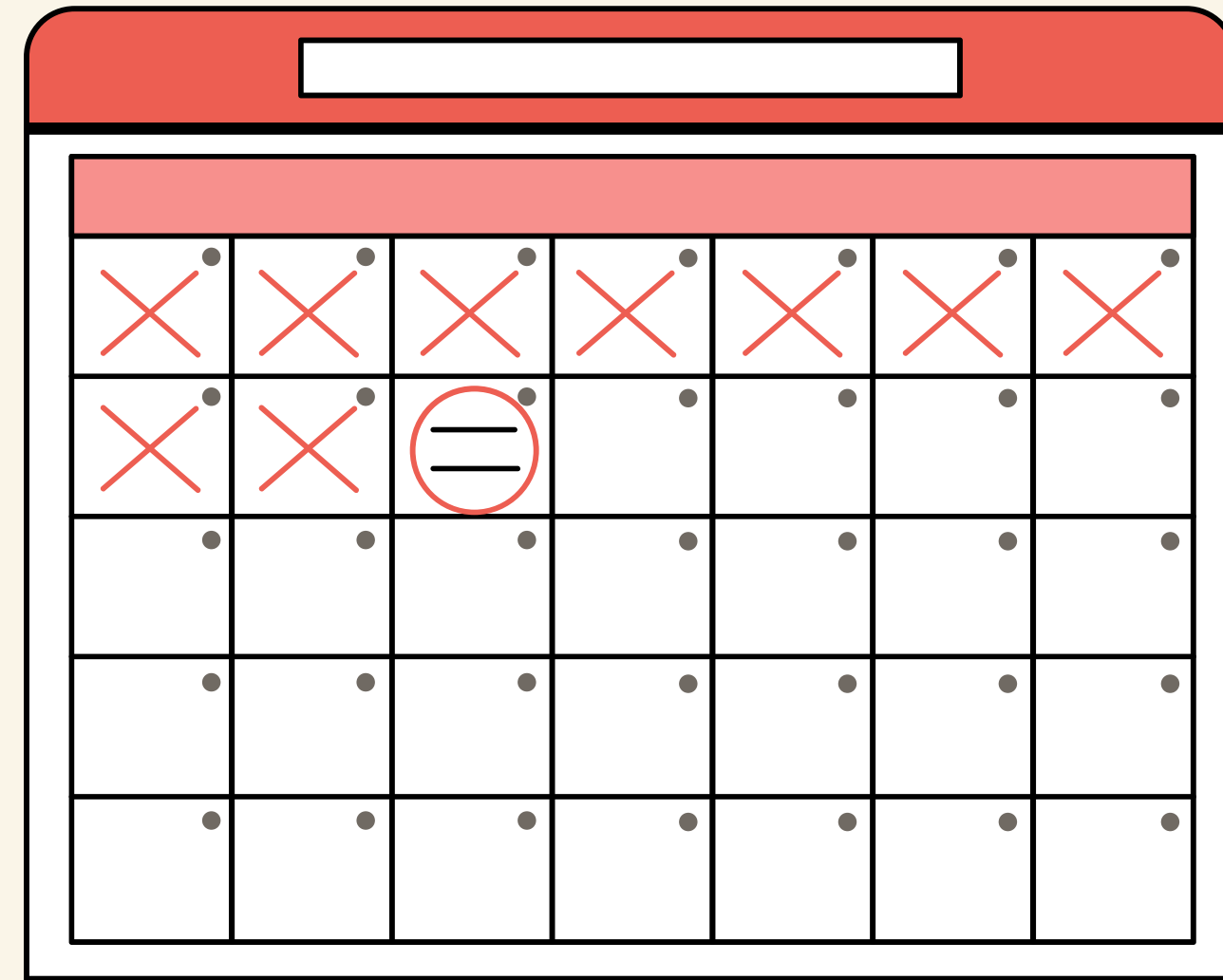
PROJECT MANAGEMENT

PLANNING THE CAMPAIGN TASKS

After the strategy was done, all of the tasks had to be assigned to the right people. A timeline also needed to be made that lined up with when the campaign should be launched. There are a lot of moving parts!

TECHNOLOGY IS KEY

Project planning tools are amazing for executing a campaign. I learned how to use Asana for this one, but there are many out there that make a marketer's life easier.



BRIEFS



WRITING THE BRIEFS

After all of the planning and task assignment was done, the last step was writing briefs. I wrote one for the videographer who would make the TikTok ad videos, and for the developer who would install Google tracking code on the website. Both contained all the information they needed to complete the tasks.

LEARNINGS

I realized it's important to include any little thing the person might need to do the task. This helps avoid frustration and also having to send multiple emails or messages back and forth to gather missing information.

CHALLENGES

- I did some calculations wrong during the data analysis and it led to some incorrect solutions. In the end I recalculated and redid the analysis.
- Deciding what channels to use in a campaign can seem daunting. There is a limited budget and you can't use every channel.

TAKEAWAYS

- If something with my analysis seems off, look at the data again before making decisions. Always trust your gut.
- Sometimes you have to try something like a new channel or targeting a different audience to be successful.
- There are a lot of parts that go into a multi-channel marketing campaign, but it's a fun challenge to put the strategy together, see how it turns out and use the learnings for the next campaign.