

BenQ

Campaign Planning Guide

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1. Determine Competitive Positioning

Explain how your product is different.

Why is your product better than competitors?

Why is it better than alternative choices?

Projector competes with trip to the movie cinema.

Golf simulator competes with a visit to the driving range.

BenQ board competes with analog technology or sharing a single display

InstaShow competes with HDMI cables

Assess competitive positioning:

Start with features, then describe their benefits

Benefits of product:

“what’s in it for me” for customer

What differentiates your product from competitor or alternatives

Example: Accurate color display minimizes retouching time and provides certainty that advertising images match expectations.

Benefits are key to selling products, *not features*

2. Develop Brand Positioning Statement

For a certain audience:

Who have a problem or need:

We provide:

Unlike competitors:

Positioning takes time for customers to internalize

May need articulate for longer than you feel necessary

You may be tired of hearing the same positioning,
but customers take more time.

3. Identify customer segment being targeted

Demographics: Age, Gender, Where they live or work

VALS: Values, Attitudes, Lifestyle

4. Where is product in Product Life Cycle (PLC)?

Introduction

Growth

Maturity

Decline

Adapt marketing based upon the PLC

Building awareness vs. reassure vs. trust

5. Use the AIDA model for planning marketing

Aware: is customer aware of brand? Do they know you exist?

Interest: Have we generated an interest for our brand to help meet their need or solve the problem they have?

Desire: Has customer evolved from a general interest to a **desire** or a preference for your product?

Action: Have we prompted an action – a purchase or trial or call.

Where customers are within this model changes the type of communications you produce and the types of tools that we use.

6. Define campaign objectives

Customer segment being targeted

Value proposition & how you differ from competitors

Ways to buy

Pricing

Goals to be achieved

7. Clearly identify goals

Specific

Measurable

Attainable

Relevant

Timely

Examples of Measurable Metrics

New customers

Increase awareness of brand

Revenue

Margins (profitability)

Customer lifetime value

Customer retention (% that remain customers)

Cost to acquire customer

NPS (net promotion score)

ROAS (Return On Ad Spend)

8. Identify measurement & reporting

What will be measured?

What tools will be used to measure?

Sales reporting system

CRM

Google Analytics

Who will conduct the measurement?

To whom will the measurement be reported?

9. Identify channels campaign will use

Advertising

Promotion

Publicity

Public Relations (PR)

Collateral

In-store materials

Search Engine Optimization (SEO)

Website

Email marketing

Social media

Resellers / VARs

10. Make use of Paid, Owned, and Earned Media

Paid: Advertising

Owned: Websites, social media accounts

Earned : Word of mouth, what people say about business.

11. Keep message consistent and complimentary across channels

Maintain alignment between campaign and product

Informational

Humorous

Meeting business need

Remember: Purely Informational ads get lost

Informational messaging can be provided later in buying process, or as an information page off the main landing page.

12. Leverage the BenQ Brand

The brand provides the product with:

- Trust
- Confidence
- Integrity
- Safety

13. Refine strategy for immediate impact

Narrow your focus to most critical areas that impact the business.

What can you start to do with the information you have now?

14. Confirm your plans

Analysis

Do you understand the current market and your position

Marketing Strategies

Have you identified which customer segment you will target?

Have you determined how to position the product?

Tactics / Implementation

Do you have a plan for conducting marketing activities?

Determine how and who will measure success

What resources are needed for your marketing efforts?

Financial

Your time

Time of collaborators

External partners

Who needs to review or approve?

Who should be informed?

Partners

Resellers

Internal sales team

15. Use the PEST Framework

Understand any external influences on your marketing plans

Political : Are there regulatory or compliance considerations?

Economic : Can your target market pay for your products?

Social: Are there trends in society or potential customers?

Example: Customers are now more concerned about sustainability.

Technical: Things that are changing that might impact your plans.

Examples include more streaming at home, less trips to theater or people working at home and not in the office.

16. Identify digital advertising

Paid Search (CPC)

Paid Display (CPM)

Sponsored content: articles and posts

Display: Banners, visual ad formats

Print

Broadcast

Direct Mail

Building and maintaining email list

Social Media

SEO

Advertising success requires:

Audience targeting

keywords, demographics, retargeting

High-quality creative & copy writing,

Call to action (CTA)

17. Keyword Planning

Identify keywords to include in both landing pages & search ads

Google Keyword Planner helps identify keywords:

- Research Keywords

- Find new keywords

- Understand search volume

Creating Keyword Plan

Get Search Volume: for keywords you'd like to use

Discover New Keywords: If you are uncertain of keywords

18. Each specific initiative should be its own marketing campaign for digital advertising

Each campaign has its own budget and settings that determine where ads appear and is comprised of ad groups.

19. Measuring Success

Dimensions to evaluate

Channel: Evaluate success by *category* of promotions

Source/Medium: Measure value of *specific sites* eg: Google/CPC

Campaign: Review success of *individual campaign(s)*

Landing pages: Evaluate *landing pages* against site-wide traffic

Metrics to evaluate

Average engagement time: Are users engaged?

Engaged sessions per user: Do engaged users return?

Engagement % What percent of users are engaged?

Bounce rate %: What percent of users are not engaged?

Evaluating Top of Funnel engagement (leads)

Engagement rate

Engaged sessions per user

Average engagement time

Use the User Acquisition report

- Cycle through primary dimensions at top of Table

 - Channel: Broad overview

 - Source / Medium: Apply filter to limit table to CPC

 - Campaign: Review your specific campaign

- Add secondary dimensions

 - Add Campaign when viewing Source / Medium

 - Add Landing Page when viewing Campaign

- Apply report filters (top of page) to limit report to CPC

 - Apply table filter to focus on specific campaigns

Evaluating Mid-Funnel engagement (prospects)

Review Technical Specifications

Download / request information

Find retail partner

Use the Session Acquisition report

- Cycle through primary dimensions at top of Table

- Add secondary dimensions

Evaluating Bottom of Funnel (highly qualified)

Add to Cart

Purchase Completed (Conversion)

Lead form

Use the Session Acquisition Report

- Cycle through primary dimensions at top of Table

- Add secondary dimensions

- Apply report filters (top of page) to limit report to CPC

20. Create a Marketing Brief defining strategy and tactics

Why the marketing activity is occurring

Examples:

Increase sales by attracting new customers

Improve brand awareness

Convert customers from competitors

Introduce new product to market

Establish SMART goals

Examples:

Increase sales by X%

Improve brand awareness by Y%

Convert Z% customers from competitor

Increase awareness of new product by X%

Generate Z% increase in engaged website visitors to product pages

Specify how will you measure success

Examples:

Google Analytics

Google Ads reporting

CRM system

Identify who will measure success

Identify audience for the campaign

Examples:

Age or Gender

Lifestyle / Values

Interests

Hobbies

Profession / Job function

Specify your positioning statement

Define Campaign Strategy

How will you achieve goals of the campaign

How you will reach audience

Examples:

Paid Search

Email

SEO

Reseller partners

What must be completed and by whom

Examples:

Identify keywords

Define budget

Develop advertising text

Gather any product images

Obtain any compliance approvals

Examples:

Trademarks

Copyrights

Releases for images or customer quotes

Disclaimers requires on any landing pages

Verify contact details used: phone, URLs, email addresses

Identify who should be informed

Identify who should review or approve plans

Confirm available budget and cost estimate