

Campaign process

1. Define your objective

Make it meaningful, targeted and measurable as much as you can.



2. Learn about your audience

Never assume you know who they are. Look for insight, ask questions, hold workshops. Who are they, what is their day like, what is their working environment like? How do they consume content inside and out of work?



3. Write the brief

Bring everything you know into a usable, meaningful brief.



4. Agree your key messages

Make sure you've covered all audiences and think about what you want to say at each stage of the campaign.



5. Develop your creative approach

Make it memorable – engaging, relevant, emotive.



6. Stakeholder engagement

If you can, sense check your ideas with your audience. Engage your stakeholders and agree your final messages and creative approach.



7. Campaign development

Refine the plan, develop the creative and content.



8. Implementation

Get it out there! If you can, test and refine during the campaign period.



9. Evaluation

Don't just measure and forget – share the results and agree what you'd do differently next time.