



# InnoVision Business Review

An InnoVision Enterprise Solutions  
Publication

## Conceptualising, Executing and Reviewing Online Marketing Campaigns

This article is a review of the process of conceptualising, executing and reviewing an Online Marketing Campaign from defining Business Objectives, deciding on Marketing Channels, identifying Marketing Metrics, understanding classification of Marketing Metrics and how they may be sourced, arriving at Hygiene Metrics and finally narrowing down to Key Performance Indicators. The article also illustrates how the Customer Journey Map may be created.

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## Framework for creating an Online Marketing Campaign

- I. Defining Business Objectives.
- II. Creating Campaign Strategy
- III. Deciding Your Marketing Channels.
- IV. Development and Measurement of Marketing Metrics.

## Business Objectives

There should be clarity on what the marketing campaign is hoping to accomplish.

Business objectives can be defined at several levels.

- I. **Awareness:** Increase brand or product awareness.
- II. **Positioning:** Reposition the brand or improve brand or product understanding.
- III. **Perception:** Improve the likability and acceptance of the brand.
- IV. **Consideration:** Increase brand or product purchase or usage consideration.
- V. **Decision:** Purchase decisions that drive sales and revenues.

Deciding the business objectives entails achieving clarity on the following.

**Problems And Challenges:** What is the problem or challenge your business needs to overcome.

**Geographical Reach:** In which geographical region would you like the marketing campaign to be activated.

**Target Audience:** Who is your target audience and what are their key characteristics.

**Time Frame:** When will your campaign start and end.

## Campaign Strategy

The Campaign Strategy can be developed once the Business Objectives are clear. The campaign strategy would involve the following steps.

**Activities:** What steps would you plan to take in order to achieve the business objectives that have been defined.

**Intended Outcomes:** For each of these activities what outcomes are expected to be achieved.

## Online Marketing Channels

These are the marketing platforms you activate in order to meet your campaign objective, such as your website, e-newsletter or your social media presence. Marketing channels identified with digital platforms can be classified as follows.

**Paid Channels:** Media channels that you pay to reach your target audience. These include paid advertisements on various digital platforms such as Google, Facebook and Instagram.

**Owned channels:** Media channels that you own and manage to reach your audience. These include own website, own social media handles such as LinkedIn Facebook Twitter Reddit and YouTube

**Earned Channels:** Media channels that may feature your brand/products, and/or drive traffic to your owned channels. These are content which is shared by other providers based on the work done by your organization. These could be press releases used by media agencies, blogs hosted by third parties, content used by third parties with permission, reposting of content shared on social media, third party platforms citing work done by you.

**Third Party Channels:** Media channels owned by a third party that you partner/collaborate with you as part of your campaign. You typically won't have direct access to 1st party data via such channels.



## Other components of the Marketing Campaign

**Action:** This identifies the intended action you want the prospect to take at any stage of your channel map (e.g. click, view, read, download, search, etc)

**Asset:** Campaign assets are the “things” you create to bring your campaign to life. This could be the copy you write for a product page, banner ads you create, a product video or the key messaging you wish to convey.

**Outcome:** Finally, you identify the outcome, or outcomes, you want your prospects to fulfill (e.g. a purchase, a lead form completion, etc).

## Classification of Marketing Metrics based on stages of Customer Acquisition

**Exposure Metrics:** These metrics are concerned with how many people have been reached or have viewed content created and shared by you. They measure total exposure to your marketing activation (e.g. campaign). Examples: Site visits, Pageviews, Followers, Reach, Impressions

**Engagement Metrics:** These metrics are defined by the actions that viewers may have taken relating to content shared by you. They measure how many people engaged with your activation. Example: Time on page, Likes, Comments, Shares, Clicks, Engagement Rate.

**Perception Metrics:** These are concerned with whether viewers have responded positively, neutrally or negatively to the content shared by you or work done by you. They measure how well received the campaign was. Example: Sentiment, Likes vs Dislikes, Positive vs Negative Comments, Negative Feedback.

**Experience Metrics:** These are concerned with the experience a viewer might have had with content shared by you or your platform. This experience typically is the technical experience concerned with the content shared. This could be the speed with which the content can be accessed such as ease of navigation, readability of content, visual appeal of content, ease of obtaining information, Site / Page / App load time, 4xx errors, Crash reports.

**Acquisition Metrics:** These are concerned with the cost of acquiring viewership engagement leads and conversions They measure the overall efficiency of your spend in achieving campaign outcomes. Example: Cost per Impression, Cost Per Click, Cost Per Lead, Cost Per Conversion.

**Conversion Metrics:** These measure how many people converted based on your campaign. Example: Leads, Sales, Conversion, Conversion Rate

**Soft Conversion Metrics:** These measure outcomes that aren't sales / revenue related. Example: Conversions (non \$), Conversion Rate (non \$), Downloads, Leads, Subscriptions.

**Hard Conversion Metrics:** These measure outcomes that are sales / revenue related. Example: Conversions (\$), Conversion Rate (\$), Transactions, Sales, Average Transaction Size

## Classification of Marketing Metrics based on how they may be obtained

**Platform Metrics:** Platform Metrics are off-the-shelf metrics. These are metrics that are natively supported within an analytics tool. Platform metrics can be sourced from platforms such as Google Analytics, Facebook Page Insights, Facebook Business Suite, Facebook Ad Manager Facebook Graph API and Instagram Graph API.



**Engineered Metrics:** These are metrics that cannot be obtained directly from data platforms and have to be created by engineering a customized metric. Google Analytics has a feature of customising data as required.

**Derived Metrics:** Derived metrics are created by combining two or more existing metrics. Derived or calculated Metrics can be created by Google Analytics. Example: conversion can be a ratio of number of people who purchase your product divided by the number of people reached by your campaign.

**Sourcing Marketing Metrics:** Several data platforms and tools are available to source data relating to exposure, engagement, perception, experience, acquisition and conversion. Details will be shared in another review article.

### Classification of Marketing Metrics based on format

Metric formats can be number, percentage, duration and currency.

**Number:** 500 sessions, 100 transactions, 50 likes

**Percentage:** 50% mobile sessions, 10% conversion rate, 3% engagement rate

**Duration:** 27 seconds, 5 minutes 10 seconds.

**Currency:** \$100, ₹5000, €500, £300

### Classification of Marketing Metrics based on their importance from the standpoint of achievement of business objectives

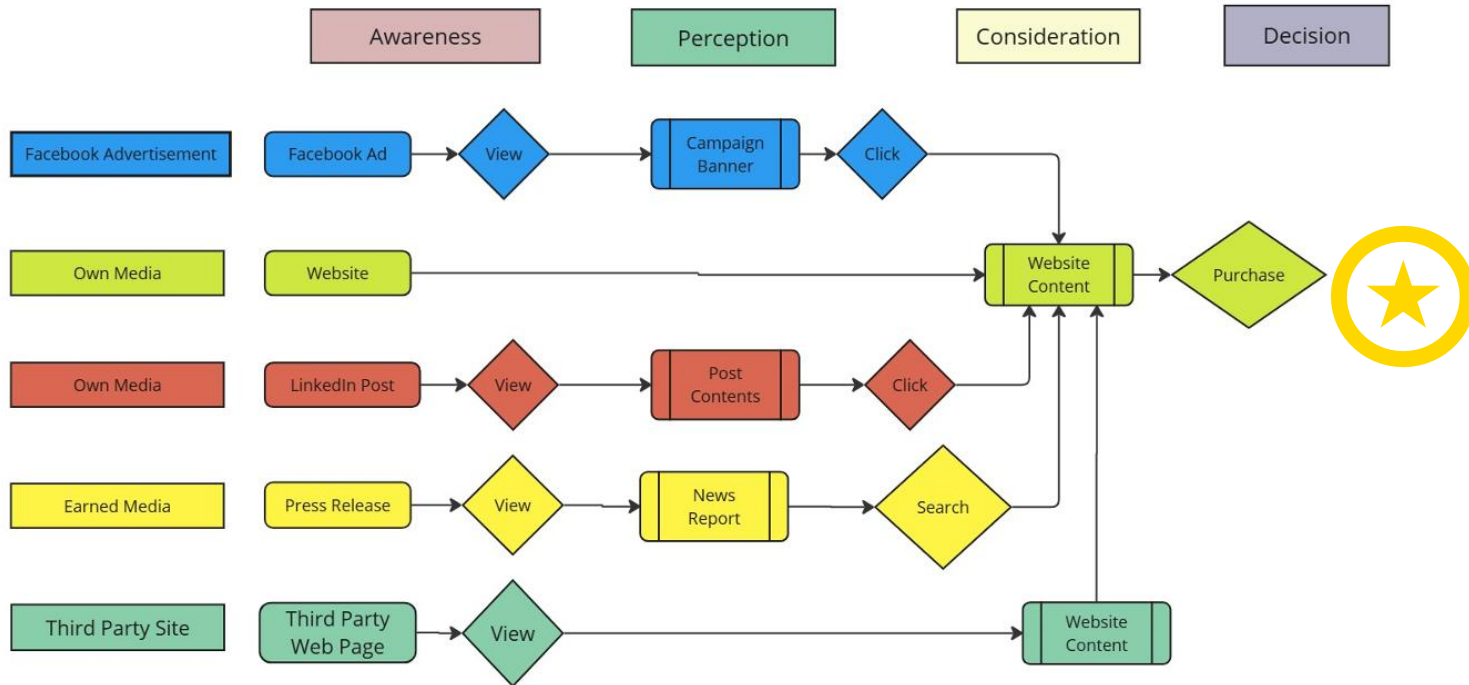
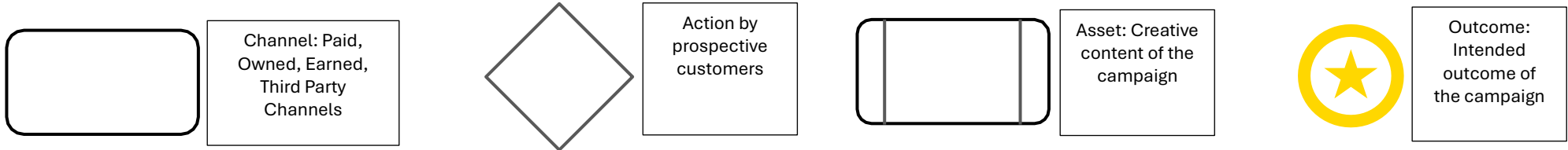
#### Hygiene Metrics

Hygiene Metrics may be defined as a superset of numbers which encompass a wide range of activities and results. Since at this point all possible metrics are being examined which relate to a wide range of actions and responses by the target group, the number of data points can be fairly high.

#### Key Performance Indicators

Key Performance Indicators or KPIs are the few super critical metrics not exceeding ten in number that are absolutely critical to the accomplishment of business objectives.

# Customer Journey Map of an Online Marketing Campaign



Created using Miro: <https://miro.com/miroverse/marketing-activation-plan-map/>