

# GOALS AND EXPECTATIONS



Before any direct response campaign can be implemented, we need to understand your fundamental goals and expectations.

Understanding these goals and your current efforts enables us to make educated recommendations and will allow us to properly set up, measure, and scale your digital campaigns.

## **Brand Awareness**

Reaching key audiences to raise awareness about your brand, product or service.

## **Local Awareness**

Bringing awareness to geo-based locations, such as brick-and-mortar stores.

## **Brand Engagement**

Building a customer community or following and growing your audience.

## **Driving Traffic**

Bringing people to your website or landing pages.

## **Lead Generation**

Capturing information such as email addresses or contact information.

## **Website Conversion**

Prompting visitor action on a website, such as filling out a form, or eCommerce.

Once we've performed and provided a Client Evaluation and established a baseline, we will document your answers and conduct a review each time a new campaign is considered. Your answers will anchor expectations for each of us, as well, so that we're all working toward the same goals.

We will review your past digital marketing performance, analyze it, and consider new approaches – either brand-wide, or specific to a particular product, campaign or audience.

