

DIGITAL CAMPAIGN PLANNING



Before implementing a direct response advertising campaign, we must understand your fundamental goals and expectations. This section will help you define your business objectives, segment your audience, create solutions for your business challenges, and identify and measure Key Performance Indicators.

Determining Your Marketing Objective

Your marketing objective and target audience will determine how your campaign is structured and the creative services needed to achieve your goals. We can even determine a test plan that will properly measure the effects of given variables in relation to the Lifetime Value (LTV) of your customers. Our goal is to understand your business objectives and help you to define the Key Performance Indicators (KPIs) that we can use to evaluate and optimize performance.

The chart below will assist you in better understanding the metrics that can be utilized in your campaign planning:

