SAMPLE BRAND COMMUNICATIONS & MARKETING CAMPAIGN

Inbound Marketing / AAARRR Pirate Funnel / Client Journey

Awareness: How many people do you reach?
SEO: Informational, Educational & Thought Leadership
Funnel: TOFU
Journey: Exploring & Understanding

Acquisition: How many people visit your website?
SEO: Navigational (branded queries)
Journey: Consideration (ways to solve problem)

Activation – How many people take the important step?
SEO: Commercial (comparisons)
Funnel: MOFU
Journey: Comparing, Engaging & Decision-making

Revenue – How many people start paying? How much?
SEO: Transactional
Funnel: BOFU
Journey: Onboarding, Usage & Experiencing

Retention: How many people come back for a the nth time?
Journey: Reviewing

Referral: How many people refer friends to your business?
Journey: Advocacy & Loyalty

Content Purpose
Educate & Inform
Inspire
Entertain
Persuade
Convert

Sample Brand Communications & Marketing Campaign

12 Ways Recycled Fiber Acoustic Panels Have Better Sound Absorption and Noise Reduction

1. High density
2. Wide range of frequencies
3. Durable
4. Lightweight
5. Affordable
6. Environmentally friendly
7. Fire-resistant
8. Customizable
9. Easy to clean
10. Improve indoor air quality
11. Add style to a space
12. Good investment

Target Regions & Countries
Europe
USA & North Am

Target Audience: B2B
Retail office equipment
Acoustic panels & sound proofing
Interior design firms
Architectural firms
Entertainment & music

Target Audience: B2B2C - end users
workforce
patrons

Search Intent
Informational intent
Navigational intent
Keyword intent

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Content Purpose
Educate & Inform
Persuade
Convert

Buyer Personas / Client Profiles
Owners & C-Level
Upper Mgt
Designers
Architects
Studio Managers
Contractors

Lead Magnet

Downloadable PDF

Website Blog Post/ Landing Page

CALL-TO-ACTIONS (CTAs) > CALL-TO-VALUE (CTVs)
CTA 01: Download PDF, Email required > MQL nurturing
CTA 02: Consult with us. Fill up Form. > SQL
CTA 03: Email Newsletter > MQL nurturing
CTA 04*: Direct Commenting on LI for Quick Connection

Day 1	1st Month	2nd Month		3rd Month		4th Month		6th Month
Teaser	1 month campaign	Turn PDF into Blog Post for SEO content	repurposing	Turn campaign into a webinar/s	repurposing	Turn virtual event into F2F event	updating	revisit content
	Tues, Weds & Thurs x 4 weeks	1 month campaign				conference		update blog post for SEO & content
	Choose 1 entry from 10 Ways, rotate the rest and promote	W or Th x 4 weeks				ABM event		
Channel Post: Organic > omnichannel synergy	Use short form posts for each way							
Website Blog Post/ Landing Page	Distributed	Use short form posts for each way		capture & document webinar		capture & document event		
LinkedIn Post				Use feedback to add to content		Use feedback to add to content		
Facebook				Use feedback to improve content		Use feedback to improve content		
Twitter								
YouTube Video								
Email + CRM Nurturing								
	Visual Assets (sample)							
Channel Post: Paid								
LinkedIn Ad: Inmail								
LinkedIn Ad: Retargeting								
Google Ads								
KPIs								
Bounce Rate								
Click-Through Rate								
Conversion Rate								
Cost per Click								
Demo/Consult Sign-Ups (SQL)								
Email Subscribers (MQL)								
Engagements & Comments								
Exit to Internal Page								
Form Abandonment								
Goal Completions								
Inbound Links								
Keyword Ranking								
Likes & Reactions								
Organic Search Traffic								
Page Views								
Page Views per Visitor								
PDF Downloads (MQL)								
Post Views & Impressions								
Scroll Depth								
Social Shares & Mentions								
Time on Page								
Time on Site								
Traffic Source								
Unique Views								
Visits per User								

