

My approaches when collaborating with other teams

Preparing for strategic campaigns

- **Business Acumen and Deep Understanding:** Starting with a solid foundation of understanding the business's core functions and market conditions.
- **Review of Existing Data & Measurement:** Examining available data to understand past performance and its measurement metrics.
- **Review of Business Need and Drivers:** Identifying the underlying needs and drivers that justify the launch of a marketing campaign.
- **Review of Existing Audience/Industry Research of Behaviors:** Analyzing existing research to understand audience behaviors and industry trends.
- **Review of Historical Efforts and Results:** Looking back at past marketing efforts and their outcomes to learn what worked and what didn't.
- **Discovery into What Effectuated the Results:** Investigating the factors that impacted the outcomes of previous campaigns.
- **Ideation through Conceptualization Session and Assessment:** Generating and assessing new ideas through creative brainstorming sessions.
- **Delivery Mix Development:** Designing the mix of marketing channels and tactics that will be used in the campaign.
- **Measurement Planning (Where Too Many Teams Fail):** Emphasizing the importance of planning how results will be measured, a step where many teams do not invest sufficient effort.
- **Socialization and Approvals:** Ensuring all stakeholders are informed and onboard with the campaign plans, and securing necessary approvals.
- **Roadmap, Scheduling, and Pipeline Development:** Creating a detailed plan with timelines for the execution of the campaign.
- **Development, Communications, and Launch:** The actual creation and public launch of the marketing materials and campaign messages.
- **Measurement and Evolution:** Continuously measuring the effectiveness of the campaign and making adjustments based on performance data.