



**Bizperity**

# 15 BASIC CAMPAIGNS

**Campaign Types, Goals,  
Objectives & Key Conversions**

**Managing the  
Customer Journey**

# 15 Basic Campaigns



## Introduction

We have created 15 basic campaigns designed to move prospects from one point in the Customer Journey to a point further along, moving them eventually to be converted into a customer, or even a fan.

Before we get into how our 15 Basic Campaigns work, there are a few basic principles about advertising that we need to touch on.

**Fundamentals of advertising apply to both Offline & Online Ads but they differ in significant ways.**

➤ **Offline is primarily outbound; Online is primarily inbound.**

Inbound pulls prospects into your ads; Outbound pushes your ads out to the prospect. Inbound is more attractive to a prospect who is drawn in because they identify with the message and the content. This effect is created by nurturing leads through the Customer Journey.

➤ **Combining both generally increases outcomes across all campaigns.**

This is especially true for *Branding campaigns* which usually have no call to action. Instead, they serve to increase awareness of your business within the community, and they create Brand awareness which means they come to recognize your brand and logo when they see it. This increases the likelihood that your other campaigns will lead to conversions, and eventually to new customers.

➤ **Tactics are more complex for Online campaigns.**

Offline media are mostly mass media, like television, radio, magazines, and newspapers, although most newspapers and magazines have online versions. Online media platforms, include social media like Facebook and LinkedIn, Search Networks, like Google and Bing, and Display Networks, like Google Display Network and Bing Display Network. Social media, Search and Display Networks all offer online ads, but they work in very different ways and in levels of complexity. The easiest online Network to buy ads in is Facebook, the first choice for most small business owners because of their large reach in local, regional, and national audiences.

➤ **Offline reaches larger audiences but they can be more expensive and are slower to produce responses.**

Local cable networks reach smaller audiences, a few tens of thousands of people, usually subdivided into zones within larger towns or cities. This makes them ideal for small consumer facing businesses. The same is true for local newspapers but the best are part of a larger network, like Hearst Newspapers which acquired thousands of local newspapers during the period of consolidation that took place around 2010.

- ❖ Hearst is a major Google Ad Partner that integrates Google Ad Words into their online media platform.
- ❖ LocalEdge is Hearst's nationwide network of digital agencies that integrate all of Hearst's integrated tools and provide ad buying services for local, small and medium size businesses.

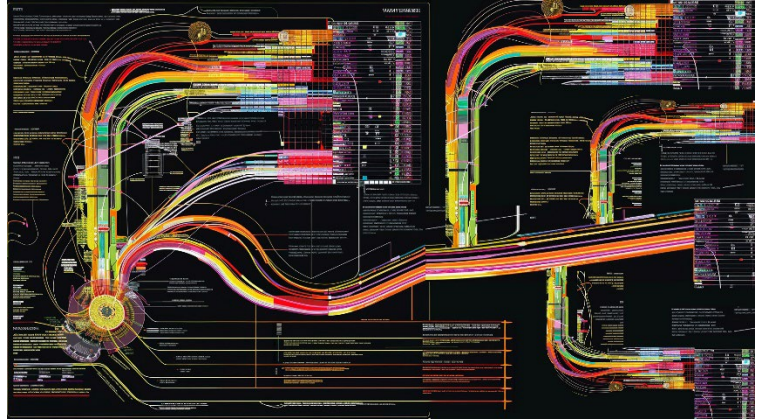
➤ **Online is slower to produce results but it targets individuals with stronger CTA and producers better Return (ROAS).**

Online ads reach individuals incrementally, one at a time. This makes them slower to produce responses, although the rate can be adjusted higher by increasing your daily budget.

- ❖ The total number of ads is still limited by the size of your audience which you select when you create an ad campaign.
- ❖ ***Campaigns can also be paused, making online ads a powerful tool for managing the rate of new customers or prospects into your sales funnel.***

# Managing the Data Flow

When you look at the sum total of all the tracking of all the possible actions from an online campaign with all the metrics that can be captured and reported, the data flow would look something like this. **When you add in tracking from multiple channels and retargeting by ad platforms and social media sites, the data collection becomes massive.**



**That is why we recommend you use a CRM, to help manage all this information.**

➤ **A CRM collects contacts from Landing Pages which you can set up in your CRM.**

CRM stands for Customer Relationship Management platform, like Mailchimp, Hubspot, or the larger enterprise versions, such as Pardot, which is owned and integrated with Salesforce, which is a separate sales management platform. Smaller CRM's like Mailchimp and Hubspot can easily be used by both marketing and sales at the same time.

➤ CRM's were originally designed as a sales tool to collect leads. Over the years they added marketing features like email, that support email campaigns, making them a valuable tool for managing email campaigns.

- ❖ Today Mailchimp is an easy to use yet powerful email marketing solution that can also be used just like a CRM because it also has the ability to track and track prospects through the Customer Journey.
- ❖ It also allows you to create Customer Segments and multiple audiences if needed.
- ❖ ***It is our first choice as a best of class CRM for a small consumer facing business.***

➤ **You can collect leads from your online ad campaigns in your CRM.**

While you can always enter leads manually if you have permission to do so, the preferred way is to drive them from an online ad to a Landing Page where they can submit their own contact information. It is bad practice to enter names collected from business cards without explicitly asking for permission to do so.

- ❖ This is the leading cause of email rejections and can lead to spam complaints, so ask for permission or make it clear at events that you are collecting business cards for your CRM.

➤ **A CRM can be integrated with online platforms like Facebook, LinkedIn, or Google Search and Google Display Ads.**

This is the primary method for collecting leads and contact information and it is why CRM's have integrated Landing Pages into their platforms, making it easy to direct a user to a Landing Page inside your CRM where they can complete a form and submit their contact information.

- ❖ Online Ad Platforms like Facebook and LinkedIn have a lead generation format in their ad choices, but they charge high rates for leads generated this way.



- ❖ **You can reduce your Return on Ad Spend (ROAS) by buying a Pay-for-Click (PPC) ad or by buying ads based on impressions (CPM)** [that stands for ‘Cost per Thousands {“M” is the first letter of the word “thousands” in Latin... yeah we know...}].

- **You can conduct email campaigns directly with contacts in your CRM.**

This was the primary reason for using a Contact Management System when they were first invented. When they added tagging functions and the ability to create Customer Segments these simple contact management systems became Customer Relationship Management (CRM) systems.

- **You can even upload your contacts to these online Ad platforms so they can retarget your contacts during online ad campaigns.**

This is one of the Four Main Digital Marketing Processes we describe in more detail in our presentation about how these work.

- ❖ It is an important tool that allows you to upload contacts that you may have acquired on your own, through salespeople networking with prospects at conferences and other events you may hold.
- ❖ Once uploaded to an online ad network, these contacts can be retargeted multiple times as you nurture them through the Customer Journey.

Let's turn to how you design and build campaigns, regardless of whether you use traditional media or online media platforms. The fundamentals are the same in either case.

## Five Main Campaign Goals

We have organized 15 Basic Campaigns under five main goals that offer basic approaches to creating and managing campaigns.

### 1. **Capture a New Customer**

- a) Focuses on lead capture, paid referrals, or some type of Self-Discovery
- b) Self –Discovery can be by seeing your brand or storefront, hearing about you by Word-of-Mouth, or through Organic Search (online this is managed through SEO).

### 2. **Nurture a Lead**

- a) Nurturing Leads can focus on either new customers or existing customers, depending on your specific goal.

### 3. **Product Education**

- a) Product Education is a Content Marketing strategy that uses non-promotional content to capture and nurture leads through key conversions in the Customer Journey.

### 4. **Event Marketing**

- a) Event Marketing can be a highly effective technique for creating interest in your business and driving customers through all stages of the Customer Journey.

- b) It is often underutilized by businesses and should not be overlooked, particularly if you need to generate leads quickly.

## 5. Product/Service Sale

- a) This last campaign goal is what is usually thought of as traditional advertising, as it has existed since the advent of mass media early in the last century.
- b) Today it includes placing ads in either traditional media like television and print media, or in online media, like streaming TV, social media, or online ad networks.
- These goals all focus on one or more stages of the Customer Journey and serve to move a prospect or customer through a key conversion as you have already seen.
  - These goals are very broadly stated. We have created multiple campaigns under each of these five main goals that have a slightly different focus.
  - We have given each of the fifteen Core Campaigns a name and they each represent a key type of campaign.

Here are the 15 Basic Campaigns organized under the five main goals.

Fifteen Basic Campaigns			
	Campaign Goal / Campaign Name	Campaign Types	Conversion (Objective)
1. Capture a New Customer			
1	A Lead Capture (with content)	Content Marketing	to a Lead/New Customer
2	B Lead Capture (with special offer)	Sale/Special Offer	to a Sale/New Customer
3	C Paid Referral	Referral	to a Sale/New Customer
	D Self-Discovery (Prospects email/call/walk-in)	Campaign Types	Conversion (Objective)
4	D1 Brand Awareness	Branding	to a Sales Qualified Lead/New Customer
5	D2 Organic Referral (WOM)	WOM (Word of Mouth)	to a Sales Qualified Lead/New Customer
6	D3 Online Search (SEO)	Organic Search/Website Optimization	to a Sales Qualified Lead/New Customer
	Campaign Goal / Campaign Name	Campaign Types	Conversion (Objective)
2. Nurture an Existing Lead (with content or special offer)			
7	A New Lead Nurturing	Content Marketing	to a Lead/New Customer
8	B Existing Customer	Sale/Special Offer	to a Sale/New Customer
	Campaign Goal / Campaign Name	Campaign Types	Conversion (Objective)
3. Product Education			
9	A Product Education using Content Marketing	Content Marketing	to a Sales Qualified Lead
10	B Product Promotion & Content	Promotion (Sale or Special Offer)	to a Sales Qualified Lead/Sale
	Campaign Goal / Campaign Name	Campaign Types	Conversion (Objective)
4. Event Marketing			
11	A Marketing Event	Event Promotion	to a Marketing Qualified Lead/Sales Qualified Lead
	Campaign Goal / Campaign Name	Campaign Types	Conversion (Objective)
5. Product/Service Sale			
12	A Price Discount	Sale	to a Sales Qualified Lead/Purchase
13	B Free Service (Assessment, Evaluation, Testing)	Promotion with Content	to a Marketing Qualified Lead/Sales Qualified Lead
14	C Free Content	Content Marketing	to a Marketing Qualified Lead/Sales Qualified Lead
15	D Special Offer	Can be mixed in with any campaign	Varies with Offer (tied to the main campaign)

- You can see the Campaign Name Listed in the Green Column.
- To the Right is the Type of Campaign (blue column).
  - ❖ Some campaigns are of the same type.
  - ❖ For example, you can see several Content Marketing Campaigns, all supporting different goals.
  - ❖ The last campaign (Number 15 in the list) is simply a special offer, which can be combined with any of the other 14 campaigns.
- The third column on the right lists the specific conversion which is the objective of the campaign (yellow column).
  - ❖ For some campaigns you have two campaign objectives to choose from.
  - ❖ You can think of Goals as very broad categories of things you want to achieve, while Objectives are very specific. In this case, they seek to support a specific conversion in the Customer Journey.
  - ❖ This simple way of organizing these basic campaigns connects the dots between the campaigns themselves and the Customer Journey, which becomes easy to understand.
  - ❖ To decide what kind of campaign you want to create, just look at the Customer Journey and see where you need to generate more conversions.

## Conversions and Objectives in the 15 Basic Campaigns

	Campaign Goal / Campaign Name	Campaign Type	Conversion (Objective)
	<b>1. Capture a New Customer</b>		
1	A Lead Capture (with content)	Content Marketing	to a Lead/New Customer
2	B Lead Capture (with special offer)	Sale/Special Offer	to a Sale/New Customer
3	C Paid Referral	Referral	to a Sale/New Customer
	D Self-Discovery (Prospect's email/call/walk-in)	Campaign Type	Conversion (Objective)
4	D1 Brand Awareness	Branding	to a Sales Qualified Lead/New Customer
5	D2 Organic Referral (WOM)	WOM (Word of Mouth)	to a Sales Qualified Lead/New Customer
6	D3 Online Search (SEO)	Organic Search/SEO	to a Sales Qualified Lead/New Customer

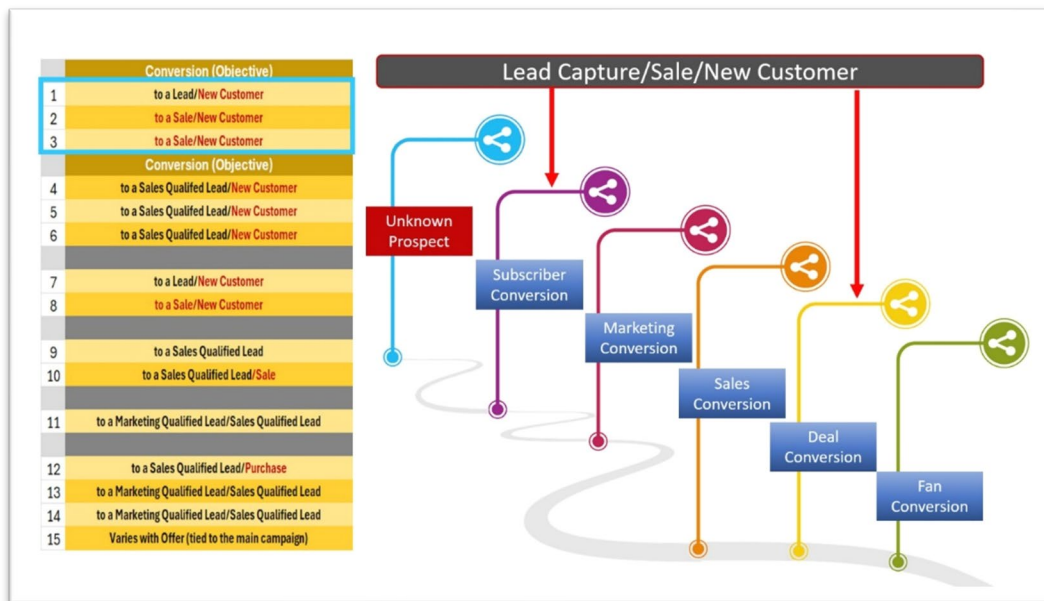
### MAIN GOAL: Capture a New Customer

Under our first main goal, **Capture a New Customer**, we have six different campaigns. They all have the same goal, to gain a new customer, but they are different types of campaigns. The first two [1 & 2] are Lead Capture campaigns, one with content and one with a special offer. The third campaign [3] is a paid referral.

Notice that the second two have the same conversion, to a Sale or a New Customer. The first campaign is a Content Marketing campaign that uses content rather than an offer to capture either a new Lead or a New Customer.

The last three campaigns in this group are all Self-Discovery, meaning the prospect becomes aware of you either through a Brand Awareness campaign [4], through an organic referral by Word-of-Mouth [5], or on their own through an online search (utilizing Search Engine Optimization created by you) [6].

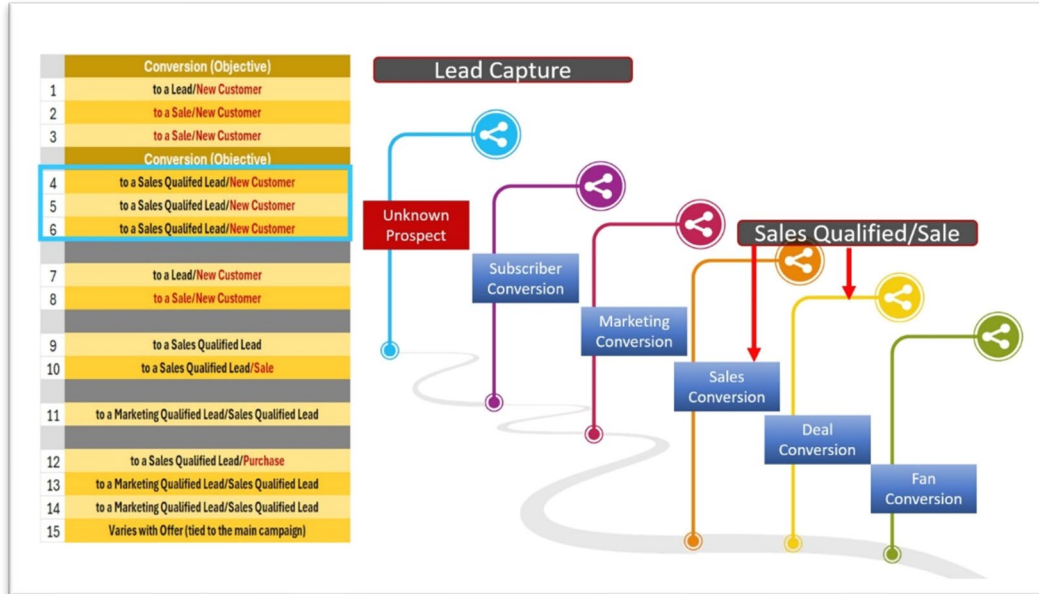
## Campaigns 1-3: Capture a New Lead or Customer



- The first three campaigns focus on **Lead Capture**, which captures a new lead or a new customer.
- **These are content marketing campaigns or paid referrals.**
  - ❖ You can use content to capture a new lead (**Campaign 1**)
  - ❖ Capture a New Customer with a promotional Ad (Campaign 2)
  - ❖ Gain a new lead or a new customer by paying a referral fee (**Campaign 3**)
  - ❖ Content Marketing campaigns are a powerful tool for B2B businesses, but they can also work for smaller, local B2B businesses posting in Facebook and Instagram, or other Social Media.
  - ❖ B2B with professional sales staff can nurture leads through all the stages of the Customer Journey.



## ➤ Campaigns 4-6: Self-Discovery



- **Self-Discovery** campaigns leverage awareness of your company in the local community.
  - ❖ This can be done with **Brand Awareness campaigns (Campaign 4)** that don't include an offer.
    - ✓ Traditional mass media (TV, Radio, Outdoor) is often used for Branding Campaigns because they reach a large audience that is located locally.
  - ❖ **Word-of-Mouth** creates organic referrals who find out about your company through someone else (**Campaign 5**).
    - ✓ Often this happens when a satisfied customer tells a friend or colleague about your business, but it can be anyone that knows about your business.
    - ✓ A customer who is willing to share your brand with another person exhibits a high degree of loyalty. For most businesses this **is the best predictor of business growth**. Find ways to measure this when it happens, such as through surveys. Paid referrals are a way to encourage this behavior with all your customers.
  - ❖ The third means of Self-Discovery is through Online Search. Online search is supported by Search Engine Optimization (SEO) (**Campaign 6**) when you optimize your website with embedded keywords. You can also embed keywords in content used in content marketing campaigns. If you work with an agency they can track and measure search results. It is possible to do this yourself, but it requires website expertise.
    - ✓ SEO also boosts your ad campaigns in Google Search and Google Display Network.

Campaigns 4 through 6 focus on Self-Discovery and generate either a **Sales Qualified Lead or a New Customer**.

#### ➤ **Campaign 4: Branding Campaign**

Branding campaigns build brand awareness making new customers or even existing customers more conscious of your name and your Brand.

- ❖ Having high brand awareness in your target market increases the likelihood that prospects will become customers and customers will do more business with you.
- ❖ That is why branding campaigns boost outcomes on your other campaigns.

#### ➤ **Campaign 5: Organic referral through Word-of-Mouth (WOM)**

Word of Mouth is one of the most powerful ways for a business to be discovered. It is as old as the most ancient sign displayed by a baker, blacksmith, or brewery.

- ❖ Word of Mouth advertising occurs organically whenever friends tell friends about your business.
- ❖ It occurs on its own, but it increases dramatically following any other type of campaign.

#### ➤ **Campaign 6: Paid Search Campaign (SEO)**

Search Engine Optimization (SEO) is done to increase traffic on websites and to increase search results for marketing content.

1. Even simple website builders like Godaddy offer SEO tools.
- ❖ Professional SEO can cost anywhere from \$1,000 per month to \$30,000 per month or higher for enterprise businesses.
- ❖ SEO can work for small businesses if you use these best practices.
  1. Optimize key words on your website, in the headings and other areas prompted by your website builder.
  2. Create a Google Business Listing
  3. Make sure your address and contact information is accurate (for Google Maps)
  4. Manage Google Business Reviews to maintain your Brand quality

## MAIN GOAL: Nurture an Existing Lead or Customer

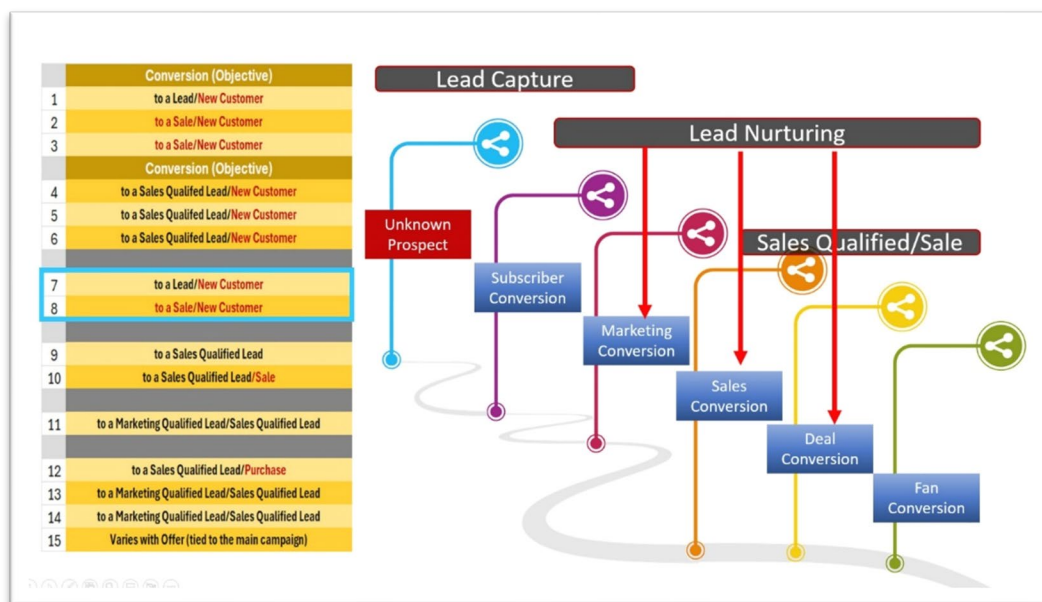
	Campaign Goal / Campaign Name	Campaign Type	Conversion (Objective)
	2. Nurture an Existing Lead (with content or special offer)		
7	A New Lead Nurturing	Content Marketing	to a Lead/ <b>New Customer</b>
8	B Existing Customer	<b>Sale/Special Offer</b>	to a Sale/ <b>New Customer</b>

Under our second main goal, **Nurture an Existing Lead**, we have two campaigns. The first (**Campaign 7**) is a New Lead Nurturing campaign. As the name suggests, this campaign is designed to nurture new leads which you have just captured in a Lead Capture campaign. This first campaign does that with a Content

Marketing campaign and the conversion is to a Marketing Qualified Lead or to a New Customer, depending on where they are in the Customer Journey.

The second campaign (**Campaign 8**) nurtures an existing customer, either to upsell or resell additional products. Often once a prospect becomes a new customer, they enter a buying cycle where they continue to buy, creating long-term value for your company. This is true often true for both B2C and B2B business.

## Campaigns 7 & 8: Lead Nurturing



### ➤ Campaign 7: Nurturing a New Lead.

A **Lead Nurturing campaign** follows any campaign that captures a new lead. These campaigns use content to address issues and needs typical for a Customer Segment in the early part of the Customer Journey. This is commonly used by businesses that have to work hard to push leads into the sales funnel.

### ➤ Nurturing Campaigns can hit three different conversion points.

- ❖ Leads are generally nurtured through three conversion points in the Customer Journey.

#### 1. Marketing Conversion to a Marketing Qualified Lead (MQL)

This is from a Subscriber who is only consuming non-promotional content. A Marketing Qualified Lead should receive a mix of non-promotional content and promotional ads designed to drive them into your sales funnel.

#### 2. Sales Conversion

This is from a Marketing Qualified Lead to a Sales Qualified Lead (SQL). A Sales Qualified Lead enters the top of the sales funnel where they are managed by a professional salesperson.

### 3. A Deal Conversion to a Customer

This is from a Prospect in the sales process to a signed agreement or contract where they become a customer.

#### ➤ Campaign 8: Nurturing an Existing Customer.

These campaigns nurture existing customers for businesses that have repeat business. Typically, these include local retail but can include any consumer facing business that builds long term relationships with their customers. This is quite common for B2C businesses that build long-term relationships with their customers.

❖ Nurturing an Existing Customer follows the same three conversions described above.

## MAIN GOAL: Product Education

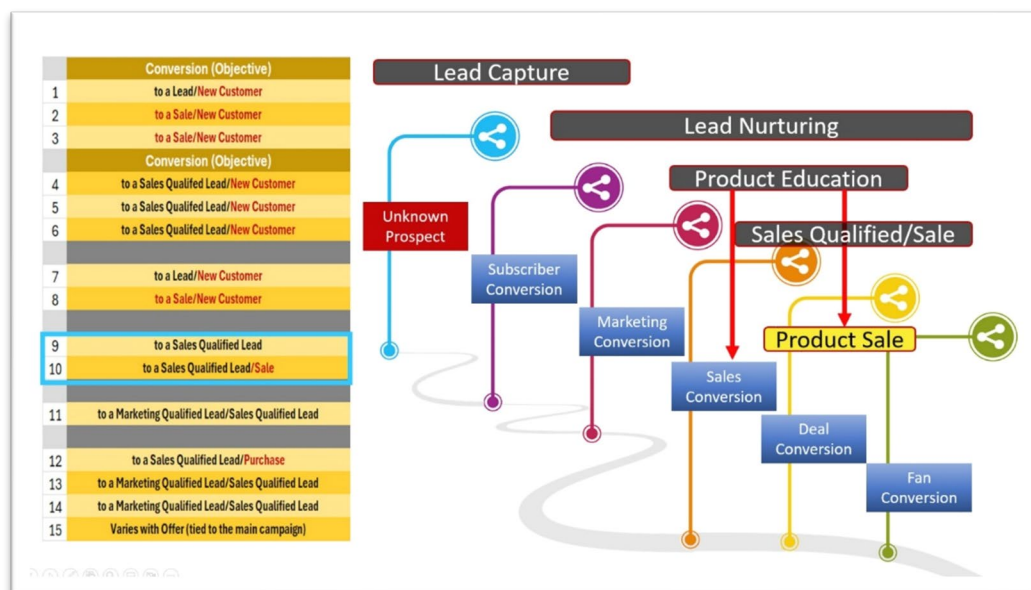
	Campaign Goal / Campaign Name	Campaign Type	Conversion (Objective)
	3. Product Education		
9	A Product Education using Content Marketing	Content Marketing	to a Sales Qualified Lead
10	B Product Promotion & Content	Promotion (Sale or Special Offer)	to a Sales Qualified Lead/Sale

Our Main goal, **Product Education**, has two campaigns, one using content and the other using a promotion, either a sale or a special offer. The first campaign (**Campaign 9**) uses content to create a **Sales Qualified Lead**. This is a specific point in the Customer Journey which is at the top of the sales funnel. A professional salesperson will qualify the prospect and attempt to close the sale with a signed deal, converting the prospect into a customer. The content is non-promotional, focusing on needs, challenges, and best practices.

The **Product and Promotion & Content** campaign (Campaign 10) uses content to promote a product. Again, this content is non-promotional but can be product related, which logically leads into the top of the sales funnel (to a Sales Qualified Lead) or directly to a Sale (Deal Conversion). Alternatively, you can include a promotional offer but don't include it in the content itself. For example, create an automated sequence that sends an email with a link to the non-promotional content. Then follow up with a second email that includes a promotional offer to buy a product.



## Campaign 9 & 10: Product Education



Product Education campaigns use content to help move prospects through the sales funnel (creating a Sales Conversion). These are good for retargeting prospects who you know are in the sales funnel. Product Education using content is a classic way to conduct a Content Marketing Campaign. Sometimes these are informal, when prospects read a blog or find content you have made available on your website. More often ad campaigns drive prospects to landing pages where they can share their contact information with your business in exchange for content which they download.

Once you have captured prospects' contact information you can retarget them with online ad campaigns by uploading your contact list to an ad platform (online ad network).

You can also conduct your own email campaigns directly with these prospects to help nurture them through the Customer Journey.

### ➤ Campaign 9: Product Education with Content

- ❖ These conversions are generally to a **Sales Qualified Lead** at the top of your sales funnel.
- ❖ They use content designed to educate a prospect about specific needs and challenges for which they are searching for a solution.
- ❖ Prospects are interested in understanding the kinds of solutions that can address their needs and are not yet ready to buy a product.
- ❖ Certain B2B business segments, like Software-for-a-Service (SaaS) can use product education to teach prospects how to use their products prior to closing a sale.
- ❖ Product Education campaigns can continue into the sales funnel with live demos provided by sales professionals.

### ➤ Campaign 10: Product Promotion with Content

- ❖ These conversions are typically to a **Deal Conversion** because you have designed a product promotion that would motivate them to buy something from you.
- ❖ Typically, these campaigns use content designed to educate a prospect with content that includes a promotion to help motivate the prospect to close a deal. Product related information is best, and the campaign should target prospects who are already in the sales funnel or who are ready to enter the top of the funnel.
- ❖ You have to be careful on how you present the promotion so that it does not sour the quality of the content, which should be separate from the promotional offer.
- ❖ You can do this by offering to download non-promotional content in an online ad that sends the user to a Landing page where they can submit some contact information and receive a link to the content in an email.
  - ✓ Mention the offer on the Landing page and provide the offer in the email, either as another link or as a promo code.
  - ✓ Alternatively, you can follow up with a second email that contains the offer (as a promo code) or a link to a landing page with the offer and specific instructions for how to redeem the offer.

## MAIN GOAL: Event Marketing

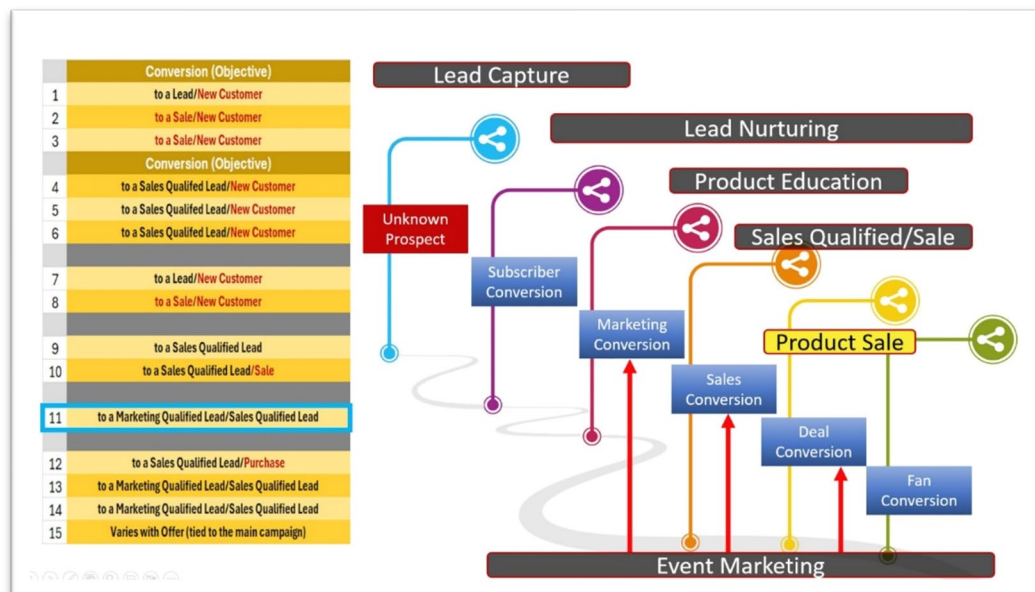
	Campaign Goal / Campaign Name	Campaign Type	Conversion (Objective)
	4. Event Marketing		
11	A Marketing Event	Event Promotion	to a Marketing Qualified Lead/Sales Qualified Lead

Event Marketing is a powerful marketing technique that is rarely used by small businesses. It is effective at almost any point in the Customer Journey, but it is especially good at conversions in the latter half of the journey.

B2B businesses use events like conferences and trade shows to develop a large percentage of their leads. Marketing should design campaigns to support salespeople who are actively networking at these events. Train your salespeople to use content you create for them to nurture these leads and retarget these leads in online campaigns, email campaigns, or even direct mail campaigns.

B2C can use marketing events to instantaneously generate leads that are ready to become customers by holding open houses, or other special events. Design promotions to immediately convert prospects into customers. Use referrals aggressively with existing customers to increase attendees at your events.

## Campaign 11: Event Marketing



Event Marketing is a powerful marketing technique that is rarely used by small businesses. It is effective at almost any point in the Customer Journey, but it is especially good at conversions in the later half of the journey.

- Event Marketing generates either a **Marketing Qualified Lead**, a **Sales Qualified Lead**, or a **Sale**.
- This is a quick way to generate engagement and responses immediately because you are engaging with prospects and customers in the real world.
- You can do this at conferences and trade shows, at local community events, or at events that you organize yourself at your place of business or in a venue large enough to hold the expected number of attendees.
- Marketing events are an excellent way to announce a business opening or gain a large number of new customers very quickly.
- Events can also produce a large number of leads that can be nurtured through other campaigns.
- Events are also good ways to find and or reward Fans who can help promote your business.

## MAIN GOAL: Product Sale

	Campaign Goal / Campaign Name	Campaign Type	Conversion (Objective)
	5. Product/Service Sale		
12	A Price Discount	Sale	to a Sales Qualified Lead/ <b>Purchase</b>
13	B Free Service (Assessment, Evaluation, Testing)	Promotion with Content	to a Marketing Qualified Lead/Sales Qualified Lead
14	C Free Content	Content Marketing	to a Marketing Qualified Lead/Sales Qualified Lead
15	D Special Offer	Add to any campaign	Varies with Offer (tied to the main campaign)

Product sales are the classic way of marketing products and services. Until the Internet and the evolution of CRMs and automated marketing this was the main way to promote your business, along with branding campaigns. Today, these campaigns continue to provide a crucial role in moving prospects into the sales funnel toward the end of the Customer Journey and to bring customers back with upselling and reselling campaigns.

There are four campaigns in the group. First is the Price Discount campaign (Campaign 12), the classic marketing technique that is centuries old. For B2C, it can be promoted on or offline. Combine with a branding campaign to boost your ROAS.

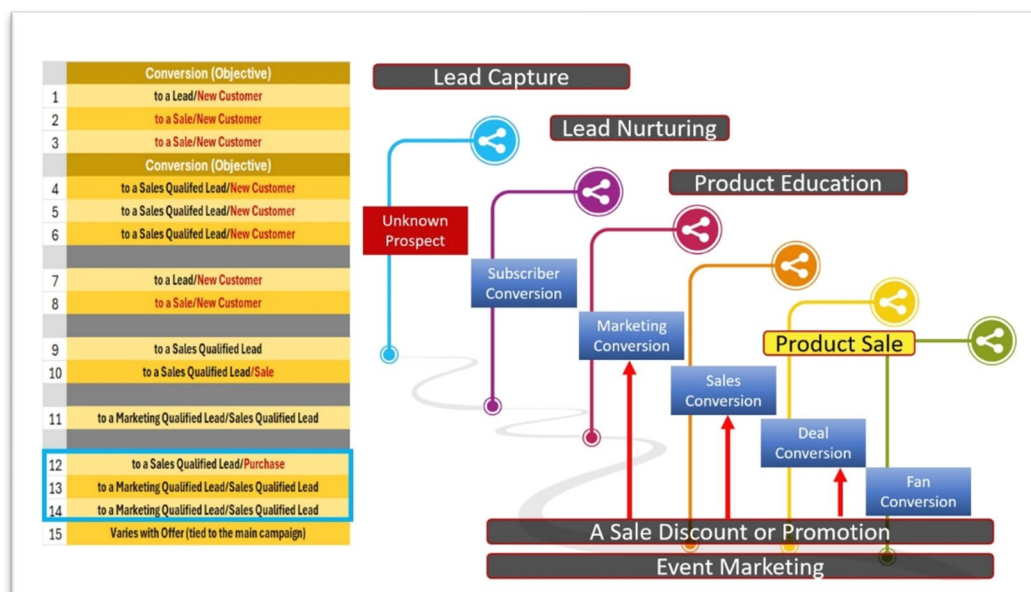
The Free Service campaign (Campaign 13) is more commonly used by B2B, in part because price discounts are less important than convincing a customer that your product is the right fit for their needs. The free service can be an assessment, an evaluation, or some kind of testing.

The third campaign used Free Content (Campaign 14) to help drive a prospect into the top of the sales funnel. This content is highly valuable, often providing industry knowledge not readily available, including surveys with responses from similar businesses, or best practices which are rapidly changing.

The fourth campaign uses a Special Offer (Campaign 15) which is commonly used to close a sale. This campaign is unique because it can be combined with any of the other campaigns, but it is best used in the later stages of the Customer Journey when prospects are ready to close.



## Campaigns 12-15: Product Sale



Product sales are the traditional way of advertising that has been around for centuries. Even in ancient cities that held markets for traders, closing a deal usually involved negotiating for a discounted price, even as it does so in many countries around the world today. A sale helps trigger conversions toward the end of the Customer Journey.

### ➤ Campaign 12: Price Discount

- ❖ Sales are discounts off a standard or suggest retail price. Price discounts are designed to close deals or increase repeat sales, so they are a Deal or Sales Conversion.
- ❖ Don't put everything in the store on sale. Select individual products or product lines, or focus discounts on Customer Segments (for example, men's haircuts half price every Monday).
- ❖ Some retail stores mark up more than 100% (known as keystone pricing). This allows them to discount more heavily or offer clearance sales and recover most of their inventory cost. Be sure to check with state regulations which may prohibit some of these practices.
- ❖ Always follow state and federal consumer protection laws regarding product pricing.

### ➤ Campaign 13: Free Service

- ❖ These offers are also designed to close deals.
  - ❖ Consumer facing (B2C) businesses can offer a free service (oil change) or free inspections (for Home Air/Heating).
  - ❖ B2B business can generally offer free services like free assessments, evaluations, or free consulting.
- Some heavily regulated consumer facing businesses (B2c) like insurance, legal, and financial services are prohibited from offering free services. Follow state or federal law regarding what is allowed in your industry.

### ➤ **Campaign 14: Free Content**

Most content campaigns focus on the early stages of lead capture and lead nurturing, but you can use content to help drive prospects into the sales funnel and close deals. Product content is covered under Product Education. Here you are using content that is designed as an enticement itself. That is to say, the value of the content is so high, you might even be able to sell it. B2B businesses often use webinars or online presentations that provide content that someone would be willing to buy, but it is given away for free to help drive a prospect into the sales funnel or close a deal.

- B2B businesses can use webinars and online presentations that offer key insights of great value within their industries that most people would pay to learn.
- B2C businesses can do the same. Here are some examples:
  - ❖ A hair salon can hold a workshop on new hair styles, using customers to feature individual styles.
  - ❖ A heating and air conditioning company could record an online presentation on risks associated with improper maintenance of home units.
  - ❖ A plant nursery could hold a free presentation on best practices in lawncare.
  - ❖ A Real Estate Broker could hold a home tour of beautiful homes for sale.
  - ❖ The possibilities are endless. Many of these can be made into Marketing Events.
  - ❖ Follow your competitors to see what creative ideas they do to create content.
  - ❖ Think out of the box and develop ideas for creating valuable content that customers would be willing to pay for, then give it away for free.

### ➤ **Campaign 15: Special Offers**

Special offers can be used at any point in the Customer journey and therefore, can be combined with any of the other 14 campaigns.

- Special offers should be appropriate for the conversion point in the Customer Journey that the main campaign is targeting.
- Don't mix promotional offers with content. That makes the content appear like it is designed to sell, and content marketing focuses on providing useful information.
- **Follow the best practices described in Campaign 10 (Product Promotion with Content). Here they are again:**
  - ❖ You can mention the offer on the Landing page and provide the offer in the email, either as another link or as a promo code.
  - ❖ Alternatively, you can include the link in the content itself but put it at the end, so it doesn't feel like you are pushing the offer first. Listing the offer first makes it feel like an outbound advertising tactic.