

4 M's Methodology for Campaign Management

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The MARKET



- Understand which segments of your market offer the highest opportunity.
- Understand your target personas and their goals and, more importantly, the obstacles to their goals.

The MESSAGE

- Create a message that speaks directly to the personas you're targeting.
- Focus on the personas' goals as well as the obstacles to their goals.
- Resist the urge to talk about you and your product.



The METHOD



- Use an integrated combination of campaigns across various media - digital, in/out, events, ads, ABM, etc.
- Leverage A/B testing on all subject lines and core themes
- Fail fast and fail forward!

The METRICS

- Your ability to gauge results and inform next steps is the most vital step in the process.
- You must include a methodology for measurement in every campaign.

