

RESOURCES

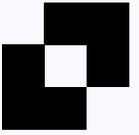
Marketing or Communication Campaign Framework

Full Strategic Overview

Empowering People to
be Strategic

VisibleThread.com

Your Strategic Framework



Your Next Marketing or Communications Campaign

No two marketing or communications campaign strategies are the same – nor should they be. You should design every campaign to address a particular business problem with specific audiences, stakeholders, challenges and opportunities.

I have an extensive background in branding, integrated marketing, advertising and communications, working across a breadth of sectors and brands. One of the more impressive characters I've worked with was John, my mentor and Managing Director. Like me, he was a strategist but with a background in psychology. He combined business, data, strategy, creative and behavioral science – an impressive mix – that heavily influenced my thinking. John used to say that the core of what we do is understanding our audience and behavior change. We aim to do one of four things: get our audience to do something less, do it more, do it the first time, or the last time. Once you know what change you want to make then you tackle the strategic approach, channels, messages, media and tactical plans.

I've worked with a variety of models and approaches, each with pros and cons, and learned what works and what doesn't. I've adapted and developed a planning framework that is simple and comprehensive at the same time.

Here you'll find three useful planning templates that I use with clients.

Campaign framework – this is the full strategic overview on a page.

- You can either do this on your own or workshop it with your team or your client.
- Keep the content high level. Details can go into the strategy document or other supporting files.
- Think strategically before you dive into the tactics.
- Articulate what you are trying to achieve, whom you need to reach, the triggers for action, and how to approach that creatively to get the outcomes you desire.

Tactical plan – a structured detailed overview of the tactical components of the campaign

- You can create this in whatever program you're comfortable with, such as a spreadsheet, word document, or a project management/ planning platform
- This should be dynamic and updated upon evaluation of activity based on the effectiveness of the activity during the campaign.

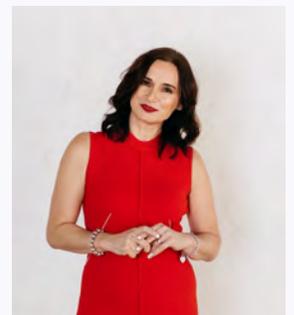
Messaging framework – this is the campaign narrative and messaging overview

- You can develop this in conjunction with the campaign strategy and creative development.
- Include high-level content that will be applied across the whole campaign.
- It's a quick guide to the messaging approach and the relationship between the components.

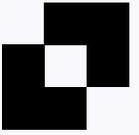
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Zora is a leading Alignment, Brand and Communication Strategist specializing in guiding the alignment of an organization's purpose, people and brand with its strategy and market for peak performance. She has almost three decades of experience in business, branding, marketing, communications and advertising working with government, private and non-profit sectors. Zora has a Master of Marketing as well as Commerce and is a trained facilitator in strategic and team alignment, team development, business model generation and design thinking. She is a fellow of the International Association of Business Communicators (IABC) and the Australian Marketing Institute, a certified company director, strategic communication management professional and certified practicing marketer. Zora has been recognized with multiple global awards for communications excellence as well as leadership IABC. She is an awards judge for the global IABC Gold Quill Awards, IAP2 Core Value Awards, the Australian Marketing Institute Awards and the global Cannes Lions Awards for Effectiveness.



Marketing or Communication Campaign Framework



Full Strategic Overview

Business Needs

(What are we trying to solve?)

Business Goals

(What do we want to achieve? Keep to one or two clearly aligned business goals.)

Communication Objectives

(What do we want to do? Are they S.M.A.R.T?)

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Segmented Target Audiences

(Who are we communicating with? What do we know about them?)

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Guiding Principles

(What do we keep in mind when communicating to ensure our comms are effective? i.e. clarity, consistency, grade-level)

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Tone of Voice

(What personality traits do we use when we communicate? Keep this to three characteristics to avoid confusion.)

Business Challenges

(What impacts our thinking? Keep succinct.)

Creative Platform

(What's the big idea? Short statement / tagline.)

Audience Insights

(What impacts our thinking?)

Key Proposition

(What's the single-minded proposition? This underpins the entire campaign idea.)

Supports

(What substantiates our proposition?)

Messaging Pillars

(What are the key messaging themes that we can leverage? Keep to 3-4 pillars to avoid complexity.)

Strategic Focus

(What are the core strategic pillars we focus on through the campaign? i.e. inform and educate, re-frame, reposition, reinforce.)



Channels

(How will we reach our audiences?)

Owned

(i.e. website, email, e-newsletter, collateral, blog, social media, podcast, vlogs, content hub)

Paid

(i.e. social ads, search, broadcast ads, out-of-home ads, paid content, sponsorships)

Earned

(i.e. proactive PR, advocacy)

Borrowed

(i.e. shared by partners or stake-holders, user generated content, shared on social)

Outcomes

(What does success look like? What is the impact we want to make?)



Messaging Framework

Short Narrative (This is useful for pitching the campaign to key decision makers. Allows you to clearly set the scene of the campaign.)

Messaging Pillars (From the campaign framework above.)

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Facts for Each Pillar (Keep short and succinct. These can be included in the messaging content when needed.)

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Story Supports (This can be used as an over-arching narrative or sub-narrative.)

Tone of Voice (From the campaign framework above.)

Short Expression of Each Messaging Pillar by Audience Segment

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Transforming Business Writing with Quantifiable Metrics

VisibleThread allows you to make quantifiable improvements to your written content. Equipping multiple teams increases the quality of your content at an organizational level.

Long Sentences Metrics

The % rating is the proportion of sentences that are longer than 25 words. Long sentences mask multiple concepts. Splitting up these sentences will result in a clearer message.

Readability Metrics

Readability ranges from 0 to 100. 100 is the top mark. You should aim for at least 50. This is based on the Flesch Reading Ease Index.

Complex Word Density Metrics

The density rating is the proportion of complex words relative to the total word count. This scan looks for complex words or phrases and makes suggestions to simplify them. This can help your readers concentrate on your content.

We recommend 1% or less complex language in communications.

Passive Voice Metrics

The % rating is the proportion of sentences containing passive voice. Passive voice is where the subject of a sentence is acted on by the verb. For example:

“Quality is monitored” vs “We monitor quality”

If you use active voice, you will increase clarity and strength. You will also flush out the ‘actor’, i.e. who did the action?

To communicate clearly, keep passive voice to 4% or less in communication.

Average Sentence Length Metrics

The average length of sentences we scanned. The lower the score the easier the content is to read.

947k

Annual productivity savings across 100 employees

23%

Reduction in inbound queries

62.4m

Average loss annually due to inadequate communication for enterprise organizations

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