

# *Inclusive Tomorrow*

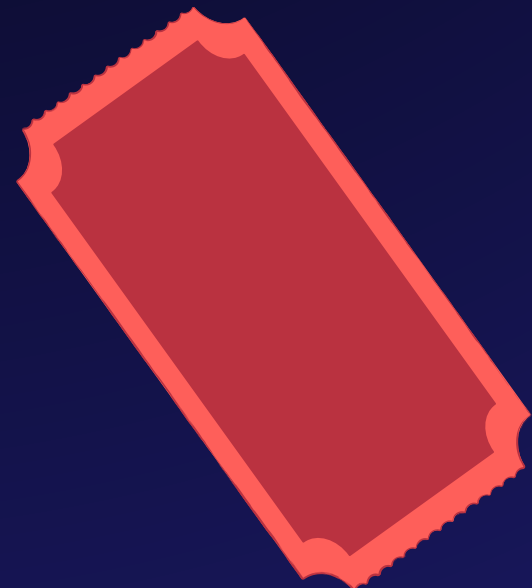
*Multi-Channel Marketing Strategy  
Case Study*

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# *Who Is Inclusive Tomorrow*

- **A non-profit organization dedicated to fostering inclusivity and diversity.**
- **Their mission to create positive social change through various initiatives.**
- **Previous focus on single-channel marketing; transitioned to multi-channel for the spring campaign to amplify impact.**



# Introduction

## Role:

- As a Junior Digital Marketer, my role in the Inclusive Tomorrow Multi-Channel Spring Campaign was to contribute to the development and execution of the digital marketing strategy.
- Key collaborators included members from the marketing team, content creators, graphic designers, and the product team.
- Collaborating with diverse stakeholders provided valuable insights into the intricacies of cross-functional teamwork, fostering a holistic understanding of the campaign's objectives and challenges. This experience emphasized the importance of effective communication and alignment across various teams.

## Objective:

The primary objective of the Inclusive Tomorrow Multi-Channel Spring Campaign was to enhance brand visibility and engagement through a cohesive digital marketing strategy.

### Aims and Goals:

- Increase brand awareness among the target audience.
- Drive user engagement across multiple channels.
- Promote a positive brand image and values.
- Boost conversions and user interactions.

Central Challenge: Addressing the need for a comprehensive multi-channel approach posed a central challenge. The goal was to create a unified and impactful campaign that resonated with the audience across diverse platforms.



# Campaign Solutions



## Approach to the Project:

- Leveraged a holistic multi-channel strategy to maximize campaign reach and impact.
- Conducted a thorough analysis of target audience preferences and behaviors.
- Collaborated with cross-functional teams to ensure a cohesive and integrated approach.

## Process:

- Conducted market research to identify key trends and insights.
- Developed a comprehensive content calendar for consistent messaging.
- Utilized data analytics to refine and optimize strategies in real-time.

## Prominent Channels, Methods, and Soft Skills:

- **Channels:** Social media, email marketing, content creation.
- **Methods:** Storytelling, data-driven decision-making, A/B testing.
- **Soft Skills:** Collaboration, communication, adaptability.



# *Deliverables*

## *Holiday Campaign*

Analyzed the performance of various channels and recommend optimization

- Definition of the North Star Metric for Inclusive Tomorrow to track and measure progress.
- Evaluation of multi-channel performance and analysis of individual channels in comparison to each other.
- Observations and insights.
- Definition of the attribution model for its usage to measure success of the NSM

## *Spring Campaign:*

Plan a data-driven multi-channel marketing strategy

- List the learnings and improvements for Spring Campaign.
- Implement a project management milestone and tasks using Asana.
- Write creative briefs to team members.

# Buyer Persona: Socially Conscious Supporter

## Profile

- **Name:** Sarah Thompson
- **Age:** 35
- **Location:** Urban area
- **Family Status:** Single, socially active

- **Committed** to social causes
- **Believes in making a positive impact** on the world
- **Passionate** about supporting initiatives that focus on inclusivity and empowerment.
- **Active advocate** for charitable activities and frequently engages in volunteering opportunities.
- **Seeks meaningful ways to contribute to society**

## Motivation

## Occupation

- Non-profit organization coordinator



- **Limited Time:** As a busy professional involved in coordinating non-profit activities often faces time constraints.
- **Overwhelmed by Choices:** With numerous charitable organizations and causes vying for her attention, Sarah can feel overwhelmed when deciding where to direct her support.
- **Skepticism:** Sarah wants assurance that her contributions are genuinely making a difference, and she may be skeptical about the transparency of certain charitable initiatives.

## Problems

# Buyer Persona: Gift-Giving Enthusiast

## Profile

- **Name:** Alex Rodriguez
- **Age:** 28
- **Location:** Suburban area
- **Family Status:** Married with children

## Occupation

- Marketing professional



- Family-oriented.
- Gift-giving
- Motivated by the desire to find unique and meaningful gifts
- Supporting charitable causes aligns with Alex's values

## Motivation

- **Time Constraints:** Juggling work responsibilities and family commitments leaves limited time for extensive gift research.
- **Finding Unique Gifts:** Alex struggles to discover distinctive and thoughtful gifts that stand out and leave a lasting impression.
- **Budget Concerns:** While motivated to support charitable causes, Alex needs to balance the desire for meaningful gifts with budgetary considerations, seeking affordable options.

## Problems

# *Holiday Campaign*





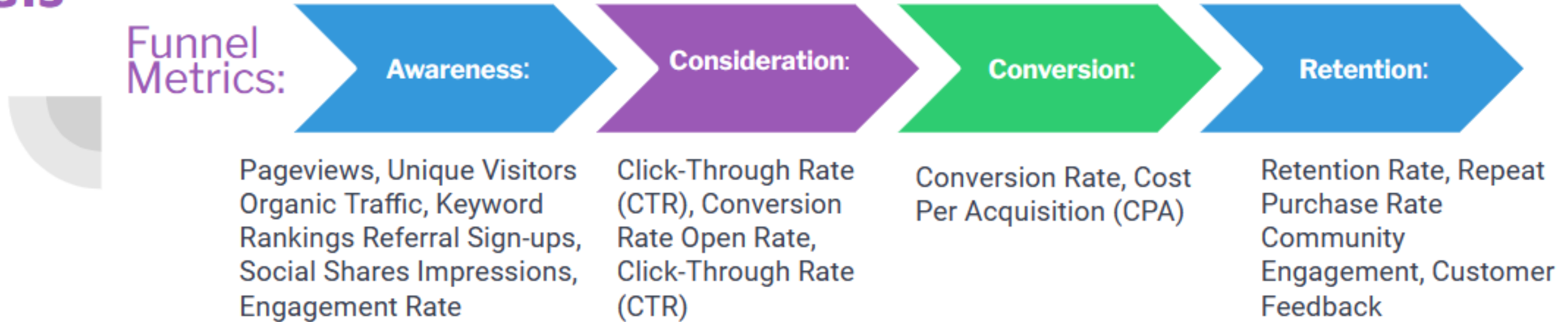
# Channel Performance: 2019 vs 2020

A	B	C	D	E	F	G	H	I	J
	Paid Facebook			Google Search Ads			Paid Google Display Ads		
Year	Spend	Orders	CPO	Spend	Orders	CPO	Spend	Orders	CPO
2019	€163,625.66	15,328	€10.67	€99,284.00	12,849	€7.73	€4,839.34	228	€21.23
2020	€299,132.49	21,898	€13.66	€149,998.38	14,928	€10.05	€34,207.00	1,349	€25.36

Organic Instagram			Organic YouTube		SEO			Email	
Followers	Reach	Likes	Subscribers	Video Views	Sessions	Avg. Ranking	Bounce Rate	Send Outs	Open Rate
3,574	23,859	1,938	-	-	29,384	2.8	25.49%	12	18.46%
65,938	746,194	22,957	5,948	132,594	35,117	3.9	28.36%	8	22.34%

	Google Search Ads	Paid Facebook	Total
Attribution Model	Orders	Orders	Sales
First-Touch	9,293	27,533	36,826
Last-Touch	14,928	21,898	36,826

# Goals



## Campaign Targets:

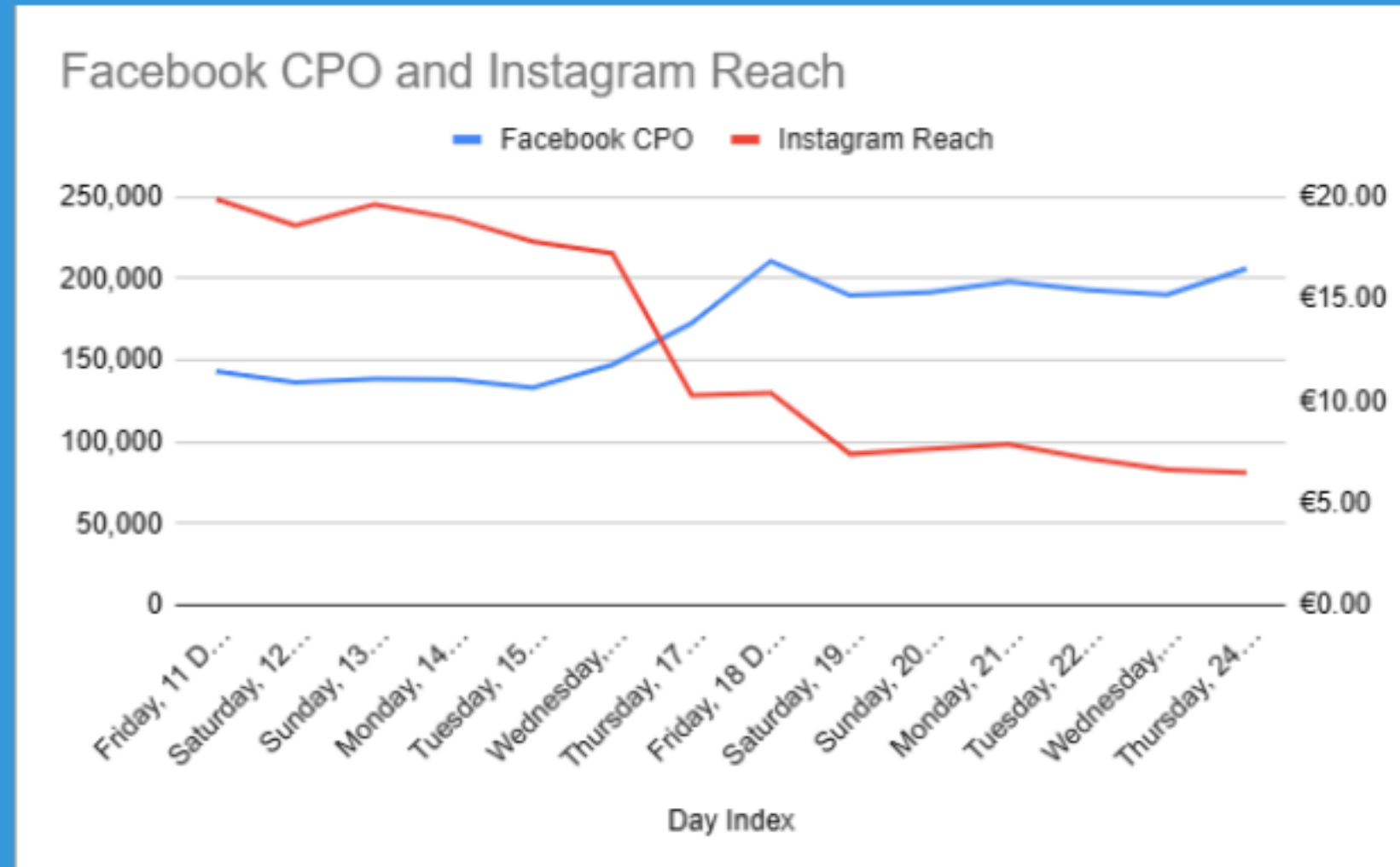
Campaign Targets:

- **Increase in Conversion Rate:** Achieve a 20% increase in overall conversion rate.
- **Expansion of Customer Base:** Acquire a 15% growth in the number of new customers.
- **Boost in Customer Engagement:** Increase customer engagement by achieving a 25% rise in social media interactions and feedback.

## NSM:

- **Revenue Growth:** The primary NSM is sustained revenue growth throughout the spring campaign.
- **Customer Lifetime Value (CLV):** Elevate the CLV by 10%, indicating higher customer value over the entire business relationship.
- **Brand Advocacy Score:** Improve the brand advocacy score by 15 points, showcasing a higher level of customer satisfaction and loyalty.

# Channel Performance | Organic Instagram vs paid Facebook



## Observations

- There is a visible trend where changes in the Organic Instagram campaign's reach correspond to fluctuations in the Facebook CPO.
- Higher Instagram Reach seems to be associated with a lower Facebook CPO, indicating a potential positive correlation.

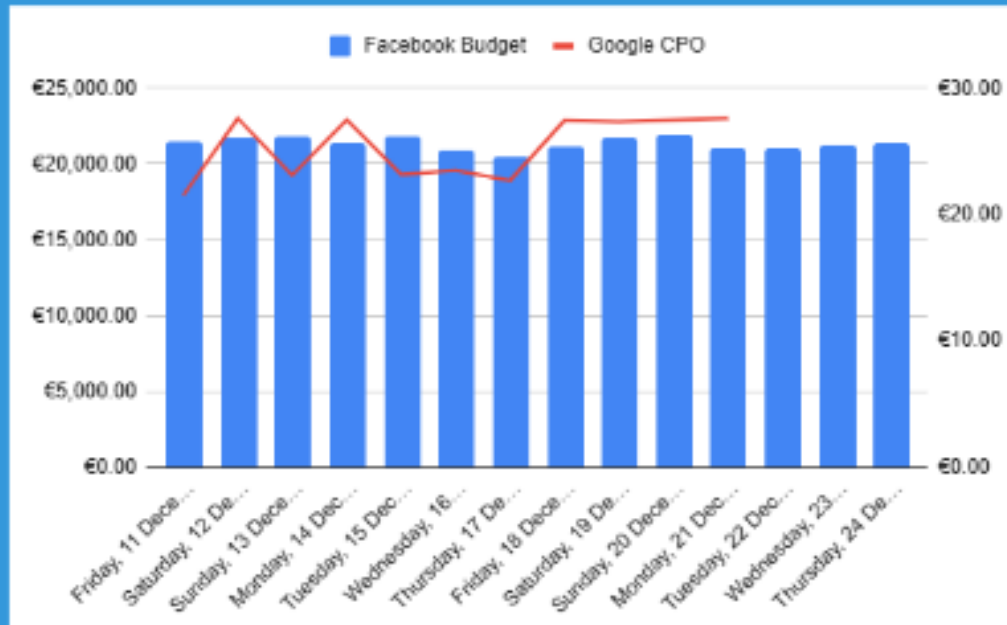
## Insights

There seems to be a potential correlation between Organic Instagram's reach and the Facebook CPO. Higher Instagram reach corresponds with lower Facebook CPO. This suggests that an increase in Organic Instagram reach might positively impact the performance of paid Facebook campaigns, possibly indicating a broader brand visibility and engagement translating into more cost-effective paid advertising.

## Recommendation

Create more supportive resources for the Instagram's organic campaign

# Channel Performance | Google Display Ads vs Paid Facebook



## Observations

- The Facebook CPO and Google CPO show somewhat parallel trends over the common time frame.
- While there are fluctuations, there isn't a clear pattern indicating a direct correlation between changes in Google Display Ads and Paid Facebook campaigns.

## Insights

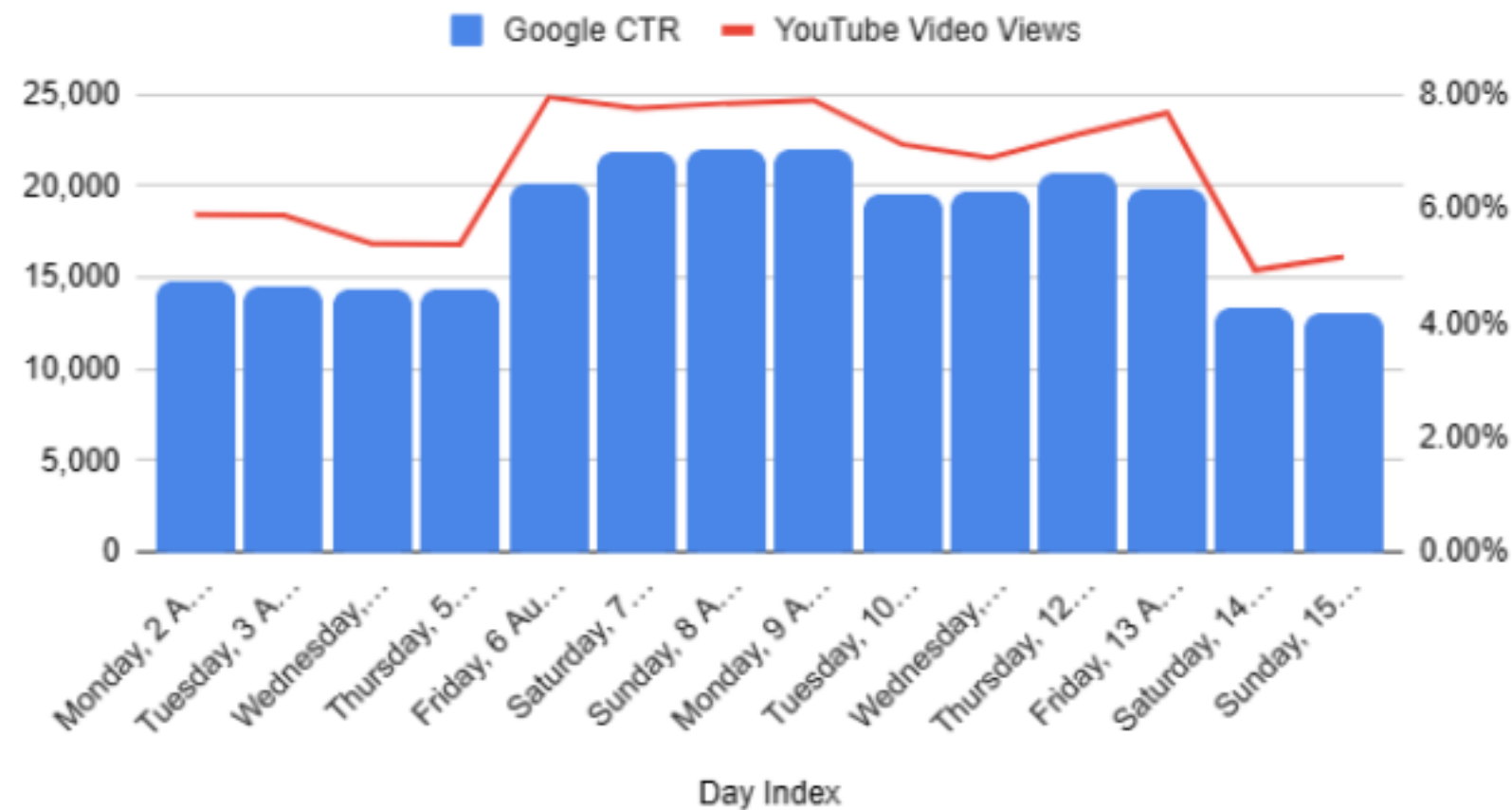
The trends in Facebook CPO and Google CPO appear to move somewhat independently, without a clear correlation. This suggests that changes in the Google Display Ads campaign did not consistently impact the performance of paid Facebook campaigns during the common time frame. Other factors or channels might be influencing their respective performances.

## Recommendation

Further analyze external factors or channels influencing the independent performances of Facebook and Google Display Ads to optimize overall campaign efficiency.

# Channel Performance | Google Search Ads vs YouTube

Google CTR and YouTube Video Views



## Observations

- The Google CTR and YouTube Video Views exhibit a similar pattern, suggesting a potential positive correlation.
- Increases or decreases in YouTube Video Views align with corresponding shifts in Google CTR, indicating that organic YouTube content might influence Google Search Ads performance positively.

## Insights

The positive correlation between Google CTR and YouTube Video Views indicates that organic YouTube content might have a positive influence on Google Search Ads performance. As YouTube views increase, the click-through rate on Google Search Ads also tends to rise. This suggests that engaging and relevant organic YouTube content could contribute positively to the awareness and interest stages of the marketing funnel, potentially driving more clicks on Google Search Ads.

## Recommendation

Leverage engaging and relevant organic YouTube content to enhance awareness and interest stages, potentially driving more clicks on Google Search Ads.

# Channel Performance: 2019 vs 2020

## Observations 2019 vs. 2020 Holiday Campaigns:

- **Spend Increase:** Significant across all channels in 2020.
- **Order Growth:** Despite higher spending, orders increased, indicating improved efficiency.
- **Cost per Order (CPO):** Increased in 2020, suggesting a trade-off between scale and efficiency.
- **Paid Google Display Ads:** Substantial spend increase and higher orders, but increased CPO.
- **Organic Instagram:** Notable boost in 2020 - increased followers, reach, and likes, reflecting a successful organic growth strategy.
- **Email Campaign:** Metrics fluctuated - increased open rates, slightly decreased click-through rates, suggesting a need for optimization.
- **Attribution Models:** Differences in order distribution between Google Search Ads and Paid Facebook highlight the importance of understanding customer touchpoints.

## Insights:

- **Improved Metrics:** 2020 shows improvements in crucial metrics like orders, Organic Instagram, and overall reach.
- **Cost Efficiency Challenge:** Increased CPO, especially in Paid Google Display Ads, poses a challenge to cost efficiency.
- **Holistic View:** Performance depends on goals - 2020 successful for scale and audience reach, while 2019 may be seen as more cost-efficient.
- **Strategic Adjustments:** Fluctuations in email metrics indicate the need for strategic adjustments for more effective email campaigns.

# Channel Performance: 2019 vs 2020

## Paid Facebook:

- **Spend Increase:** Significant increase from 2019 to 2020, reflecting a commitment to the channel.
- **Order Growth:** Despite higher spending, orders increased, indicating a positive correlation between investment and returns.
- **CPO:** Increased, suggesting a potential trade-off between scale and cost efficiency.

## Paid Google Display Ads:

- **Significant Spend Increase:** Substantial increase in 2020, resulting in a higher number of orders.
- **CPO Challenge:** Increased CPO, suggesting a potential challenge in maintaining cost efficiency at scale.

## Google Search Ads:

- **Consistent Spend:** Maintained stable spend, with a noticeable increase in orders in 2020.
- **Cost Efficiency:** Relatively stable CPO, indicating consistent cost efficiency compared to other channels.
- **Attribution Model Impact:** Crucial role in both first-touch and last-touch conversions.

## Email:

- **Fluctuating Metrics:** Fluctuations between 2019 and 2020, with increased open rates but a slight decrease in CTR.
- **Optimization Needed:** Indicates a need for strategic adjustments in the email campaign for more effective engagement.

## Organic Instagram:

- **Organic Growth:** Boost in 2020 with notable increases in followers, reach, and likes.
- **Cost-Effective Engagement:** Indicates cost-effective engagement and a successful organic strategy.

## Insights on Best Performing Paid Channel:

- **Google Search Ads:**
  - **Consistent Efficiency:** Maintained relatively stable CPO, indicating consistent cost efficiency.
  - **Attribution Impact:** Crucial role in first-touch and last-touch conversions.
  - **Order Growth:** Contributed significantly to order growth in 2020.
  - **Strategic Value:** Stands out as a reliable performer in multi-channel holiday campaigns.

# *Spring Campaign*

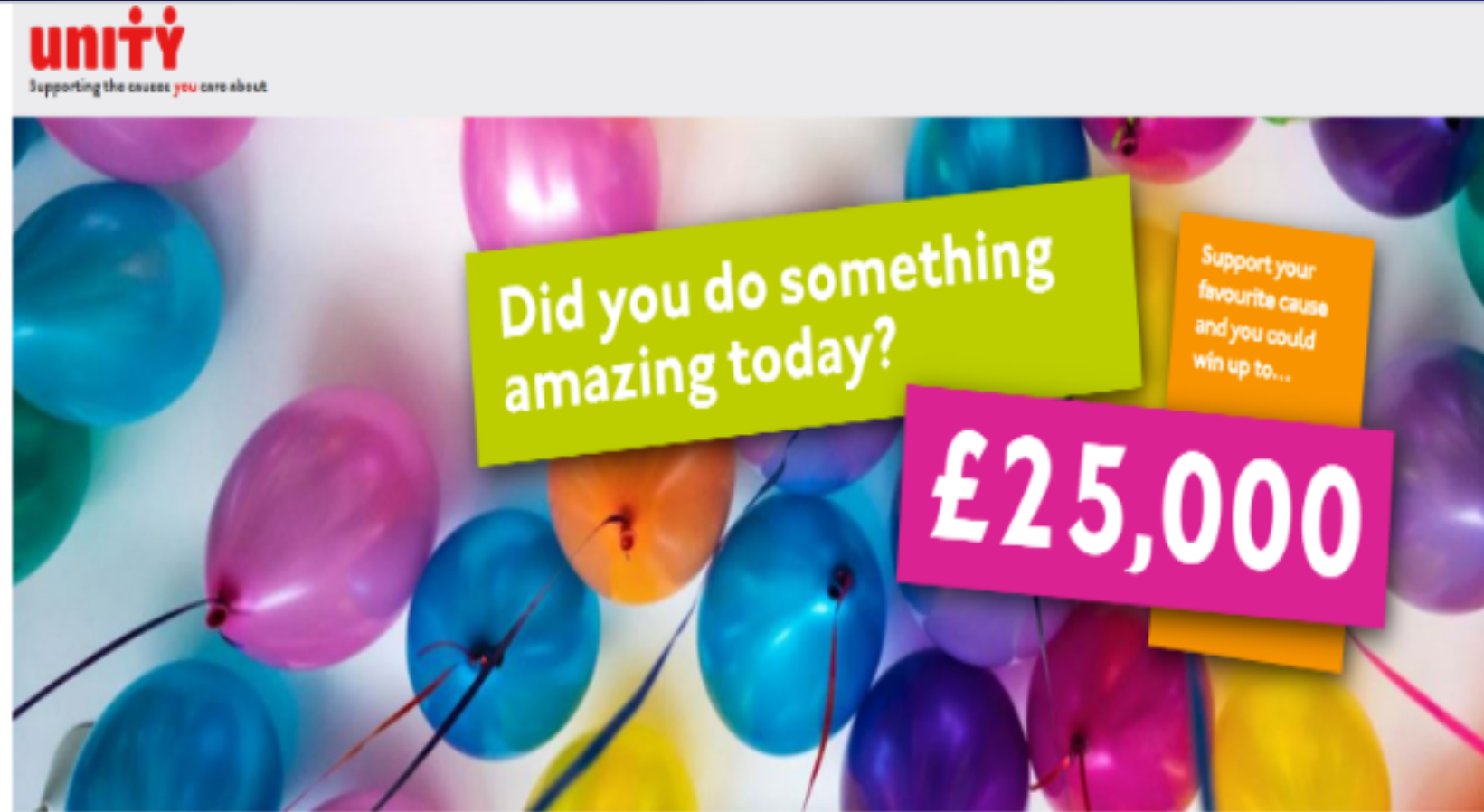




# Competitor Research

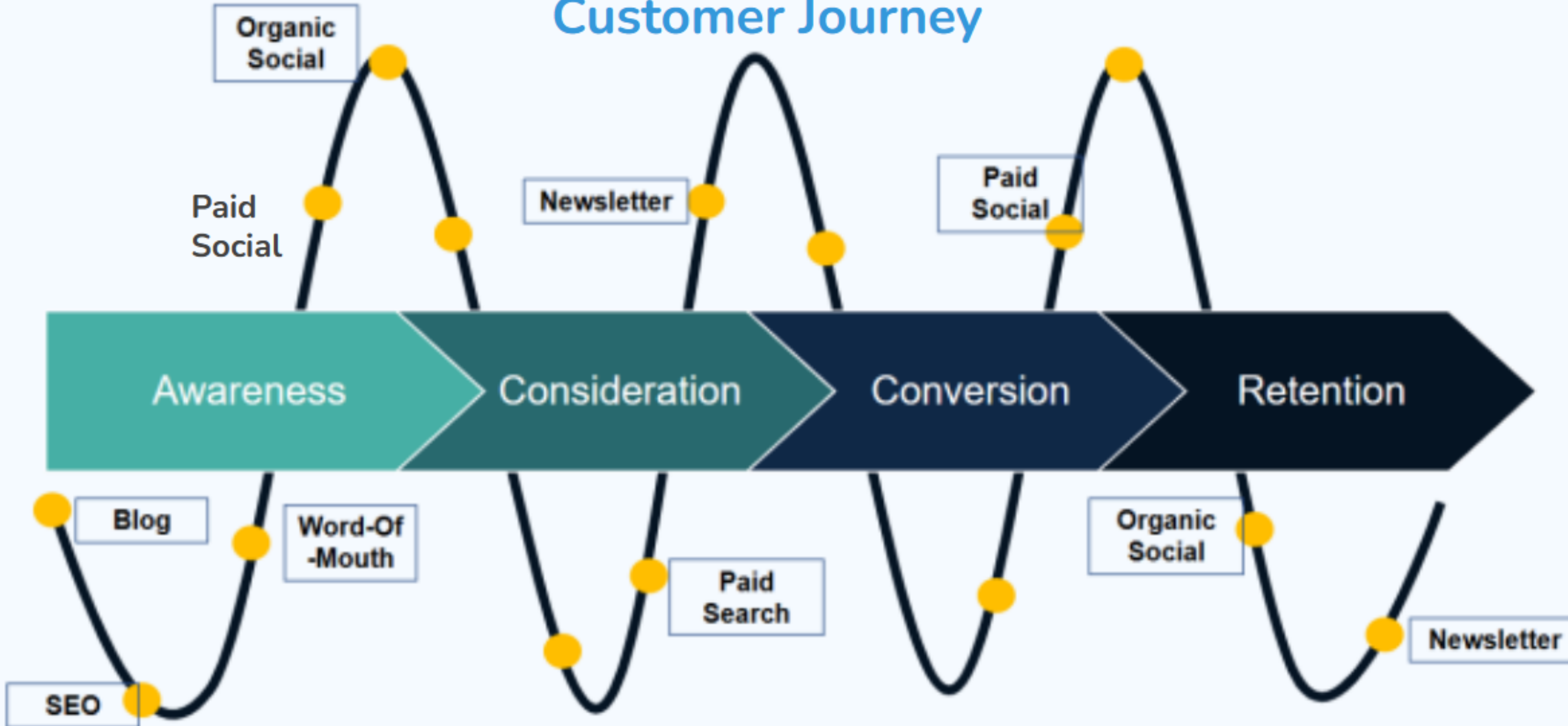
## Action points:

- **Diversification of Channels:**
  - Unity Lottery effectively utilizes various channels for promoting its lotteries, including their website, social media platforms, and email newsletters.
  - Action Point: Inclusive Tomorrow could explore diversifying its marketing channels, such as leveraging a well-designed website, creating engaging content on social media, and implementing targeted email campaigns to reach a broader audience.
- **Engaging Content and Messaging:**
  - Unity Lottery focuses on creating engaging content that highlights the impact of contributions on charitable causes. They use success stories, beneficiary profiles, and clear messaging to convey the purpose of their lotteries.
  - Action Point: Inclusive Tomorrow could enhance its messaging strategy by incorporating compelling narratives, success stories, and visual elements to effectively communicate the positive impact of supporting charitable causes through their lotteries.
- **Community Building:**
  - Unity Lottery fosters a sense of community by encouraging supporters to share their experiences and engage with the lottery on social media. This helps in building a community of like-minded individuals.
  - Action Point: Inclusive Tomorrow could consider implementing community-building initiatives, such as user-generated content campaigns, online forums, or social media challenges, to strengthen its community and increase brand loyalty.



**Unity Lottery is a lottery service that operates in the United Kingdom. It is a fundraising platform that helps charities and good causes raise funds through lotteries. Unity Lottery provides a platform for charities to set up their own lotteries, allowing supporters to purchase tickets, with a portion of the proceeds going to the chosen charitable cause. The lottery draws offer participants a chance to win prizes while contributing to a charitable purpose. Unity Lottery is an example of a fundraising lottery service, which aligns with the general concept of charitable lotteries mentioned in the context of Inclusive Tomorrow's business model.**

# Customer Journey



# Communication Concept:

Funnel Step	Channel	Communication / Content	CTA
<b>Awareness</b>	Organic Social Media	Visual Stories, Videos	Follow, Engage, Share
<b>Consideration</b>	Blog and Infographics	Informative Articles, Visual Infographics	Read, Explore, Learn More
<b>Conversion</b>	Paid Social Media	Image Ads, Carousel Ads	Participate, Order Now, Win Big
<b>Retention</b>	Email Marketing	Newsletters, Promotional Emails	Reorder, Increase Your Chances, Exclusive Offers

# Project Management

The screenshot displays a project management application interface. The main header shows the project name "Spring Campaign Planning - Sami Tachiri" with a status indicator and a "Set status" option. Navigation tabs include Overview, Board, List, Timeline, Dashboard, Calendar (active), Workflow, Messages, and Files. The calendar view is for January 2024, with the 23rd highlighted. A task titled "Social Media Channels 3" is visible on the 25th. The left sidebar contains navigation options: Home, My tasks, Inbox, Insights (Reporting, Portfolios, Goals), Projects (Spring Campaign Plannin...), and Team (My workspace).

Spring Campaign Planning - Sami Tachiri

Overview Board List Timeline Dashboard Calendar Workflow Messages Files

+ Add task Today < > January 2024 All tasks Week view Color: Default Unscheduled

SUN	MON	TUE	WED	THU	FRI	SAT
21	22	23	24	25	26	27
	+ Add task	+ Add task	+ Add task	Social Media Channels 3 + Add task	+ Add task	

Home My tasks Inbox

Insights +  
Reporting  
Portfolios  
Goals

Projects +  
Spring Campaign Plannin...

Team  
My workspace >

Share Ask AI Customize

# *Conclusions*

## *Roadblocks & Solutions*

Encountering a major roadblock due to a lack of routine, knowledge, and resources, I responded by investing time in continuous learning, leveraging online tutorials, and seeking guidance. Establishing a structured routine for self-improvement and proactive project management proved crucial in handling tasks more efficiently. The key lesson learned emphasizes the importance of adaptability and ongoing learning in the dynamic field of digital marketing. In the future, I would proactively identify knowledge and resource gaps, enabling better-prepared and more confident task execution. This approach could positively impact the final outcome, enhancing the quality and efficiency of work, potentially improving overall project timelines, and ensuring a more seamless execution of the multi-channel marketing project.

## *Learnings and Insights*

Throughout the multi-channel marketing project, my decision-making involved a systematic approach, seeking clarification through available resources and team communication. Flexibility and a problem-solving approach ensured adjustments based on evolving project requirements. Our tasks successfully contributed to campaign goals through comprehensive channel analysis, creative brief development, and effective collaboration with the creative production team. Success was measured by monitoring KPIs, analyzing correlations between channels, and considering stakeholder feedback. The top three lessons include adopting a holistic approach to marketing, recognizing the value of effective collaboration, and reinforcing the importance of data-driven decision-making in various contexts.



Thank  
You  
So Much