Campaign Playbook

Insights into Planning, Running & Measuring Success. Plus tools to get you started.
Contents

1 Planning a campaign
   1.1 Why do timelines matter?
   1.2 Assets & Formats
   1.3 Third Party Agreements
   1.4 Social Media Platforms
   1.5 Hashtags
   1.6 Target Audience Behaviours
   1.7 Check List

2 Running a campaign
   2.1 Content Calendar
   2.2 Channel Planning
   2.3 Audience Engagement
   2.4 Check List

3 Measuring a campaign
   3.1 Why create a measurement framework?
   3.2 Difference between metrics & KPIs
   3.3 Analysing Performance
   3.4 Thinking audience first
   3.5 Metrics: What can we measure?
   3.6 Measurement Framework: An Example
   3.7 Check List

4 Social media tools
   4.1 Measuring Social media
   4.2 Free Tools
   4.3 Enterprise Tools
   4.4 Check List
Planning a campaign
1.1 Why do timelines matter?

To run an effective campaign you need a detailed timeline. This will include having a comprehensive list of everything that is needed and when. The timeline should include asset production, amplification, distribution and measurement.

In this section, we’ll be exploring what a campaign timeline is, why it’s so important and how to create a detailed timeline for your campaigns.

Campaign timelines are important as they allow you to have a complete view of what’s required in advance, to make sure you can deliver the full potential of the campaign.
What are the essential ingredients for an effective campaign?
1.2 Assets and Formats

Think carefully about what assets you’ll need to create or commission for the campaign.

You should also be aware of the timing for each asset.

Before the campaign: Teaser and promotional assets

During the campaign: Documentation & amplification of the event

After the campaign: Retrospective assets and the afterlife of the project
1.3 Third Party Agreements

When working with artists and third parties on digital campaigns, it’s a good idea to clearly define expectations in advance.

- What logos and usernames must be included on digital content
- Who has rights to reproduce assets after the campaign
- How many times you expect them to tweet or post about the project
- How often you expect them to share your content related to the campaign
- Can access to analytics and social platforms be shared with all parties

Make sure all parties involved agree on the points, and get that agreement in writing. Please note that we cannot advise on legal contracting.
1.4 Social media platforms

Think about which social media platforms are the right choice to distribute content. These may be channels already owned by The Space, or they may be brand new.

In some cases, it may be appropriate to set up dedicated accounts on platforms that are separate from the official Space account.
1.5 Hashtags

Good use of hashtags is important for any effective social campaign.

They are commonly used on Twitter, Facebook, Instagram, and other social media platforms to tag and connect content around a single theme or event.

When choosing a hashtag, be sure to carefully consider:

- **Character count**: a hashtag should not be too long.
  An ideal hashtag is between 6 & 10 characters.

- **Ownership**: a hashtag should not already be widely in use.
  Check any suggested hashtags with a quick twitter search.

- **Clarity**: any ambiguity or double-meanings in hashtags can cause problems.
1.5 Target Audience Behaviours

Make sure that all campaign activities are appropriate for relevant audience behaviours.

- Don’t plan a sharing campaign around Twitter if your audience, are mainly on Facebook. Age and demographics should play a key part of channel selection.
- Don’t expect too much from your audience. It’s unlikely they will create an account on a new platform just to see your content.
- Don’t ask your audience to watch a long video that requires sound if you are posting it during the work day.
1.6 Check List

- Have you determined what assets need to be created and by when? Make a list and consider which can be produced in-house, and which need to be commissioned.

- Have you arrived at an agreed list of requirements with any third party collaborators? Make sure that everyone is clear on expectations, and that they are written down.

- Have you chosen which social media platforms will be used during the campaign? Make sure that all the relevant accounts are set up and ready to go by launch.

- Have you chosen a hashtag for the campaign? Check that it’s short, not currently in use elsewhere, and has no double-meanings.

- Have you considered the way that your target audience’s behave? Make sure that you’ll be reaching them in familiar spaces, with simple calls to action.

- Have you prepared a campaign timeline? This should include all of the above, any important dates, and clear deadlines.
Running a campaign
2.1 Content Calendar

Creating a content calendar is essential for planning the timing and execution of your content during any campaign.

A content calendar is a shareable asset, make sure the format of your calendar is something all participants have access to, like a Google Doc or any other cloud storage service.

Information to include in a content calendar:

<table>
<thead>
<tr>
<th>APR</th>
<th>APR</th>
<th>APR</th>
<th>APR</th>
</tr>
</thead>
<tbody>
<tr>
<td>27</td>
<td>28</td>
<td>29</td>
<td>30</td>
</tr>
<tr>
<td>Date of publication</td>
<td>Platforms</td>
<td>Themes</td>
<td>Deadlines</td>
</tr>
</tbody>
</table>
What’s the best way to get your campaign seen by the right people?
To tell the wider story of the campaign, make sure that you plan your mix of channels well.

With the right mix, each channel can work to compliment the other and outline its unique strengths.

Facebook is good for longer form content, video and audience conversation.

Twitter is good for short, shareable content and live updates.

Instagram is good for powerful visual asset and video.

Paid media is good for driving traffic to a central destination.

Email and PR are good for reaching journalists and influencers.

Blogger partnerships and third-party sites are good for reaching an entirely new audience and consolidating your network.
2.3 Audience Engagement

If engagement is important to your campaign, then it’s important to know how to manage it.

Always respond to a direct question from your audience using the same means with which they contacted you. For example, if you respond to a tweet, with a tweet.

Try not to answer questions by telling the audience member to look elsewhere. For example, if they ask when an event takes place, just tell them; don’t send them a link to your calendar.

If somebody is being abusive or rude in an online space you control, it’s important to protect other users and block people that deliberately cause offence.

TOV

Establish a clear tone of voice and stick to it.

Decide in advance if your conversations will be formal or informal.

Always thank users for compliments or contributions.

Always credit the source of any user-generated images you share.
2.4 Check List

- Have you drafted your content calendar for the duration of the campaign? Does it contain information on dates, channels, content themes and deadlines?

- Have you thought about which channels will be best for each piece of content? Will your channel mix work well together? Are you using all the channels available to you?

- Do you have a plan in place for audience engagement? How will you make sure that you are in control of public conversations around your campaign?

- Have you decided upon a consistent tone of voice for the campaign? How formal or informal will your written content be?
Measuring a campaign
3.1 Why create a measurement framework?

Creation of a measurement framework, with key performance indicators (KPIs) assigned to objectives and an awareness of the type of metrics we are looking to measure, is an important part of any campaign - digital or otherwise.

Measurement frameworks are important as they allow you to analyse the performance of your campaigns against your previously defined KPIs.

Through this section, we’ll be exploring what a measurement framework is, why it’s so important and how to create a draft measurement framework for your campaigns.
Measuring the performance of your campaigns gives you the opportunity to repeat successes and avoid failures.
3.2 The difference between Metrics & KPIs

When talking about measurement and performance, there are two words that frequently get used interchangeably: metrics and KPIs (Key Performance Indicators), this is often incorrect.

Here’s how to tell the difference:

**Metrics**
A measurement used to quantify a component of content performance, e.g. visits, visitors, time on page, share, likes, email sign-ups.

**KPIs**
Something that shows how well content is performing against a key strategic goal or objective, e.g. grow consideration of installations, increase awareness amongst target audience.
3.3 Analysing Performance

Analysing performance means you can:

- Create more of the content that performs well.
- Get a greater understanding of what your audience needs and wants.
- Optimise content that’s not performing to expectation.
- Refine your content strategy.

You can analyse performance most effectively if we begin to break down our audience’s interactions into various stages.
3.4 Thinking audience first

At Brilliant Noise, we use the Customer Decision Journey (created by McKinsey & Co.) to map customer experiences of brands, campaigns and more.

Campaign content can appeal to any stages of the decision journey, and should be a key part of your campaign planning and how objectives are met.

We will now take a look at each stage of the Customer Decision Journey, so you have a better understanding of how to use it when thinking of how you measure work.
Consider and Evaluate

The start of the journey when campaigns are being considered is about vying for audience attention.

You can create content and experiences that generate demand or place your campaign in the consideration set when audience research process begins.

By creating content and experiences that enable your campaigns to be compared favourably against competitors you can win your audience’s attention and engagement.
Buy / Engage and Bond

Enjoyment and connection.

You can create content and experiences that support enjoyment and a deeper connection with your campaigns.

The point of transaction or engagement - a booking, registration, brochure download, comment, reply etc.

You can create content and experiences that support this transaction or engagement - e.g. placement, availability, usability, offers, pricing, incentives to take part etc.
Advocate

Sharing and endorsing the campaign with others.

When people are happy they will advocate your campaigns by sharing and endorsing, enabling others in turn to consider and evaluate.
Which stage of the customer decision journey have you created your content for?
Thinking audience first: Practical stages

Following on from the customer decision journey, your audience’s journey can be broadly broken down into three stages:

Action - Awareness - Advocacy

As we move through the model from left to right, the effort and cost of the actions taken increases - for example, getting people to be aware of you in the Awareness stage often comes down to high volume tactics like advertising or large scale Twitter engagement.

But as we move towards getting your audience to take Action and then Advocate you, it becomes increasingly challenging - but with added engagement benefits.
3.5 Metrics: What can you measure?

The metrics show the kinds of things you can measure if you are running (in this example) a content-focused campaign. Action metrics include traffic to your site, unique visitors to your site, views of your content etc. Awareness metrics include growing your follower/fan numbers, comments on-site, downloads etc. Advocacy metrics include an increase in positive sentiment, coverage in the press / media, mentions on social media etc.

<table>
<thead>
<tr>
<th>ACTION</th>
<th>AWARENESS</th>
<th>ADVOCACY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traffic / Visitors</td>
<td>Fan &amp; Follower acquisition</td>
<td>Mentions</td>
</tr>
<tr>
<td>Uniques</td>
<td>Sign-ups</td>
<td>Positive sentiment</td>
</tr>
<tr>
<td>Returns</td>
<td>Comments</td>
<td>Coverage</td>
</tr>
<tr>
<td>Views</td>
<td>Time on page</td>
<td>Inbound links</td>
</tr>
<tr>
<td>Bounce rate</td>
<td>Downloads</td>
<td>Shares</td>
</tr>
</tbody>
</table>
3.6 Measurement framework: An Example

Here is how some of those metrics from the previous slide map against theoretical campaign objectives, which stage of the Customer Decision Journey the content sits in, whether its purpose is Action, Awareness or Advocacy and whether it is a key performance indicator for this campaign or not. Finally, there is also a column indicating what action will be taken if this drops at all. Try replacing these placeholder objectives with some of your own from a previous campaign and mapping out a measurement framework.

<table>
<thead>
<tr>
<th>Objective</th>
<th>Stage of CDJ</th>
<th>AAA?</th>
<th>Metric</th>
<th>KPI</th>
<th>What will we do if it drops?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Raise awareness of campaign amongst your audience</td>
<td>Consideration &amp; Evaluation</td>
<td>Awareness</td>
<td>Visits &amp; Page views</td>
<td>No</td>
<td>Promote content further or change content</td>
</tr>
<tr>
<td>Have your audience enquire for more information</td>
<td>Buy / Engage</td>
<td>Action</td>
<td>Sign-ups</td>
<td>Yes</td>
<td>Improve user call to action</td>
</tr>
<tr>
<td>Engage your audience with compelling &amp; relevant content</td>
<td>Enjoy &amp; Bond</td>
<td>Action</td>
<td>Time on page</td>
<td>No</td>
<td>Improve content quality and/or format</td>
</tr>
<tr>
<td>Have your audience share your content</td>
<td>Advocate</td>
<td>Advocacy</td>
<td>Shares</td>
<td>Yes</td>
<td>Improve content quality and/or format &amp; incentivise sharing</td>
</tr>
</tbody>
</table>
3.7 Check List

- What are the objectives for your campaign? Make a list and consider how these map against your content executions.

- Consider which stage of the Customer Decision Journey your campaign content was planned for, and how this meets customer needs.

- What metrics can you measure for this content and campaign in terms of Awareness, Action and Advocacy? Make a list of as many relevant metrics as you can for refining.

- Map your objectives, the stage of the Customer Decision Journey, and whether this objectives is Action, Awareness or Advocacy into a measurement framework template.

- Which of these is a key performance indicator for the success of the campaign? Note this down in the framework as shown.

- Now consider contingencies to improve these key objectives should they start to decline during the course of the campaign.
Social media tools
4.1 Measuring social media

The key to making the most of social media is listening to what your audience has to say about you and your events - get the right tool and you can show just how impactful your campaign can be.

However, there are hundreds of tools available, all with their own pros and cons. In this section you will find details of some of the best tools available. But first, some quick definitions to help you select the right tool for the task.

Social listening: Social listening is used interchangeably with social media monitoring. It’s the process of collective mentions of your exhibition (or commission, event, artist, topic, competitor, etc) that are found across the internet. Crucially, the best tools will not only collect mentions from social media sites but also blogs, news sites, forums and so on.

Social analytics: Social media analytics is the process of actually analysing that data. The analytics part is finding insight from the data – who is saying what, topics of conversation, where it takes place, authors, etc. That involves tools and features such as author analysis, page type analysis, topic and sentiment analysis.

Social Intelligence: This refers to the knowledge or insights gained from analysing social media data - social media analysis and data allow you to understand what people are saying about your event or exhibition.
4.2 Free tools

Hootsuite
Price: Free
Best for: Listening & engagement
Features: Easy to use, good across multiple teams & accounts, simple reporting and easy to post content
hootsuite.com

Social Mention
Price: Free
Best for: Listening
Features: Easy to use, straightforward monitoring, good for a quick view on a topic
socialmention.com

Tweet Deck
Price: Free
Best for: Listening, engagement & analytics
Features: Owned by twitter, ability to stream comments & twitter searches
tweetdeck.twitter.com

Simply Measured
Price: Free
Best for: Listening, engagement & analytics
Features: Connects all your social profiles together, allows a quick view on reach & engagement, allows audience analysis
simplymeasured.com

Topsey
Price: Free
Best for: Listening & insight
Features: Compare multiple twitter searches, access to all public twitter data, easy insight on topics & influencers
topsy.com
4.3 Enterprise tools

**Brandwatch**
- Price: Monthly subscription
- Best for: Listening, analytics & intelligence
- Features: Custom dashboards, regular updates, huge database in multiple languages
- brandwatch.com

**Crimson Hexagon**
- Price: Monthly subscription
- Best for: Listening & analytics
- Features: Learning database that adds new terms to your search, good twitter data, easy to use data visualisation tools
- crimsonhexagon.com

**Radian 6**
- Price: Monthly subscription
- Best for: Listening, engagement, analytics & intelligence
- Features: Custom dashboards, 24 hr support, huge database (over 650 million sources), supported by salesforce
- radian6.com

**Sysomos**
- Price: Monthly subscription
- Best for: Listening, intelligence & analytics
- Features: Custom dashboards, ‘Heartbeat’ & ‘Map’ products to instantly visualise data & image search
- sysomos.com

**Synthesio**
- Price: Monthly subscription
- Best for: Listening, intelligence & analytics
- Features: Custom dashboard, in-built reputation & influence metrics, chinese coverage & automatic reports
- synthesio.com
4.4 Check List

- Have you considered what type of reporting is needed for your campaign?

- Does every member of the campaign team have access to the tool?

- Have you created dashboards for reporting and analysis before the campaign launches?