



# Inclusive Tomorrow

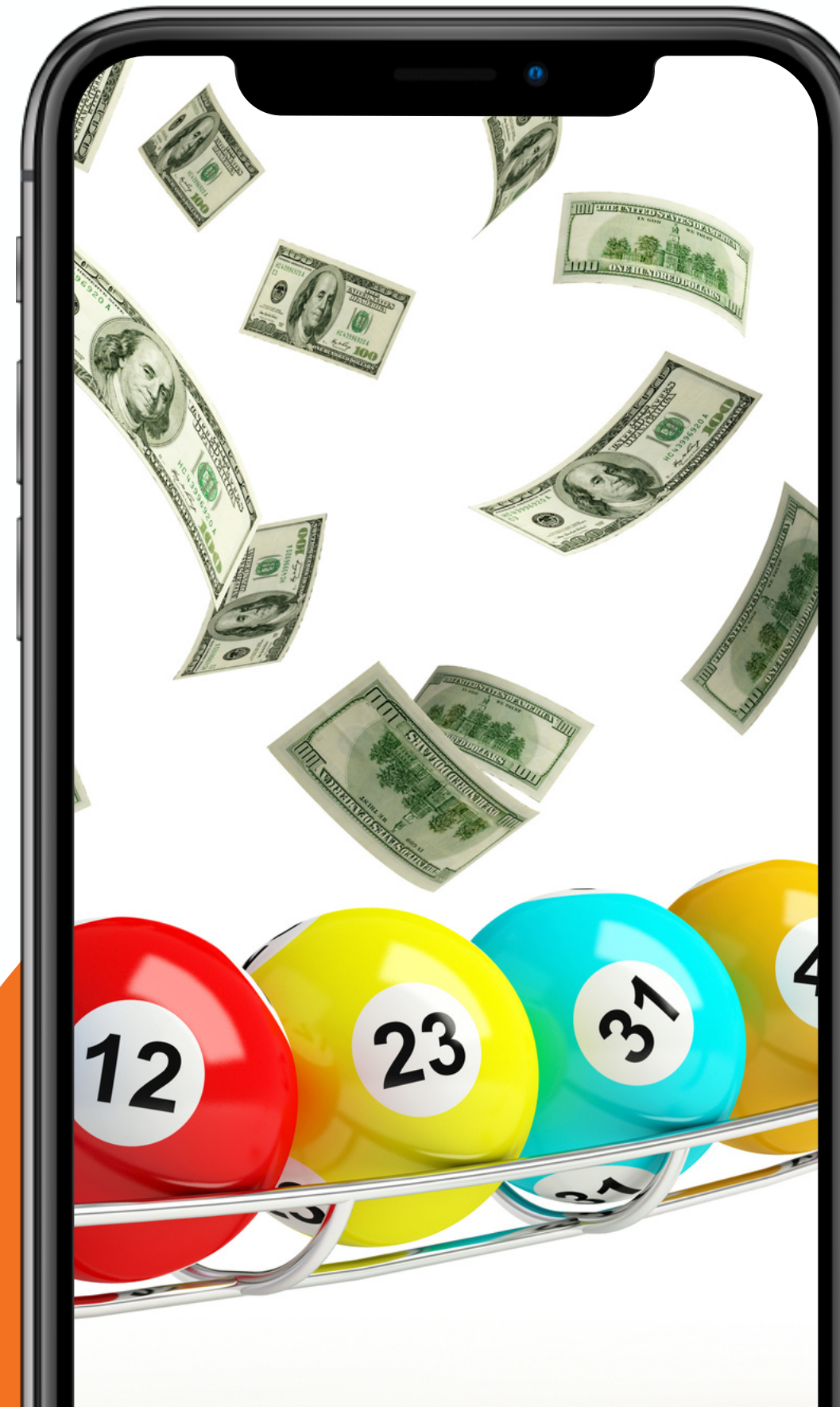
**Multi-channel Holiday Campaign**



Presented By:  
Alexander Holland  
[alexander.holland@outlook.com](mailto:alexander.holland@outlook.com)

# Overview

1. Introduction / Role
2. Objectives
3. Solution
4. Deliverables Intro
5. Metrics in Multi-Channel Marketing
6. Analyzing Channel Performance
7. Cross Channel Correlation
8. Metrics in Multi-Channel Marketing
9. Project Management for Digital Marketers
10. Collaboration & Writing Briefs





# Introduction | Role



As the **Marketing Analyst** on the Holiday Campaign, it was my responsibility to:



- Conduct a holistic analysis of the holiday marketing campaign data across multiple digital channels including both paid and organic Search and Social Media.

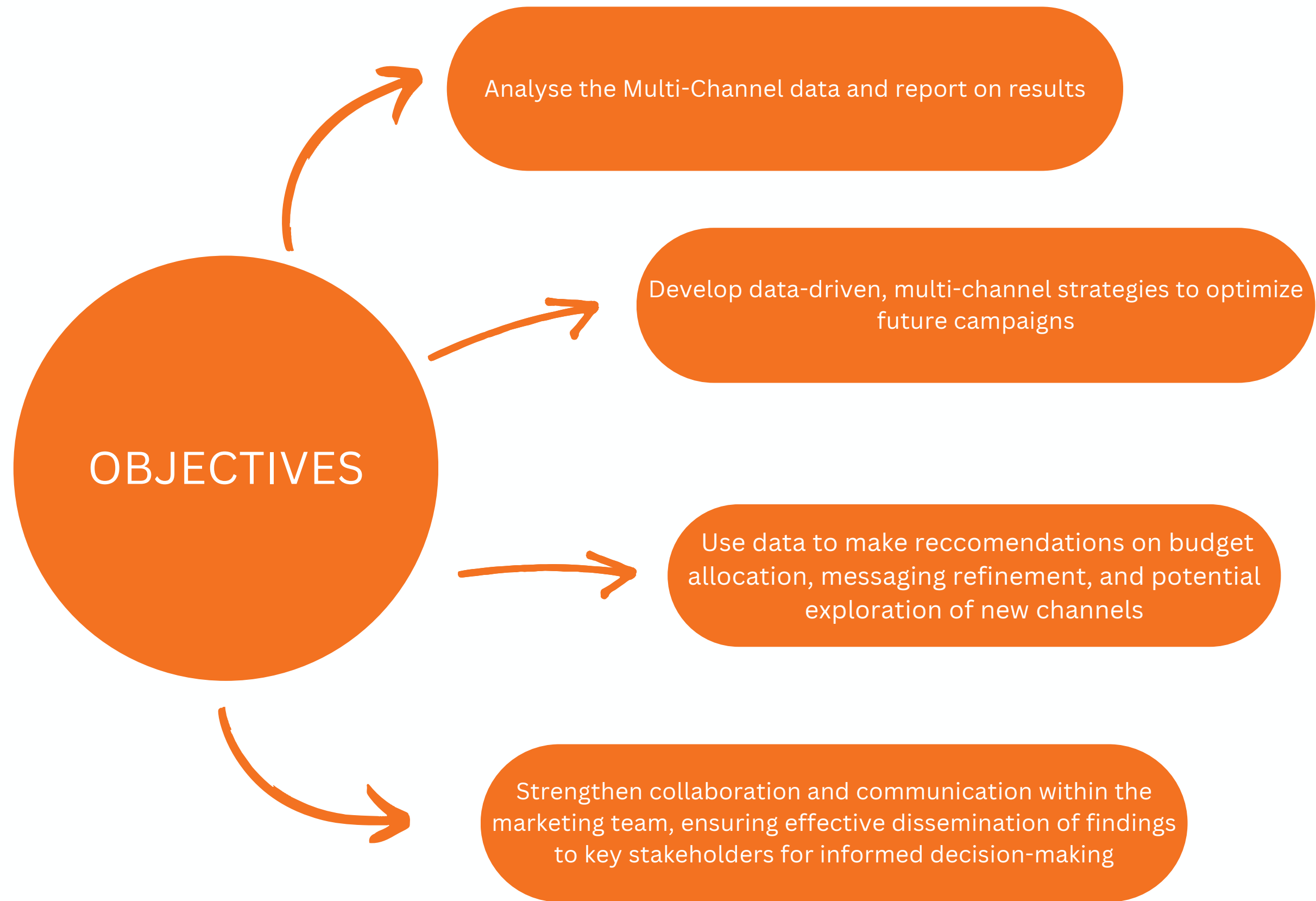


- Interpret complex multi-channel metrics, identify patterns, and translate findings into actionable insights for key stakeholders.




- Utilize data visualization skills to create concise and impactful presentations summarizing the performance and recommendations for future campaigns.

The Campaign had several objectives that we wanted to achieve:





# Solution

- 
- Analysing all multi-channel metric data available such as CPO, CTR, Reach, Followers, Open Rate etc.
  - Interpret the data by identifying data of **statistical significance**.
  - Use Channel-Specific Metrics to identify the **quality metric** of each channel.
  - Compare and contrast the data from the various channels.
  - Convert data into graphs to easily compare one channel's metric against another and observe correlations.
  - Asses the success of the various channels, as well as the impact some channels had on others.
  - Give data-backed recommendations to stakeholders on how best to move forward in future campaigns to optimize budget and channel spend.

# Deliverables | Intro

1. Define multi-channel marketing and identify the benefits of consistent storytelling
2. Distinguish between various steps in the marketing funnel
3. Describe the buyer's journey through a multi-channel marketing campaign

## PART 1



### On Running

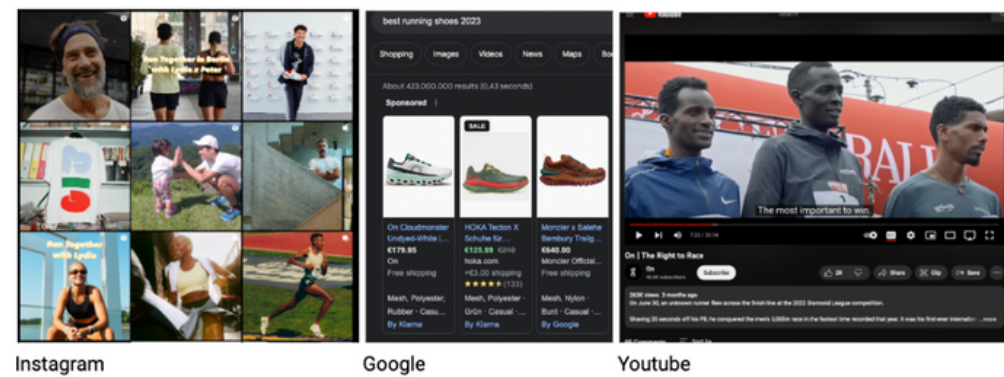
On Running stands as a distinguished Swiss athletic footwear brand, specializing in cutting-edge running shoes. The company has earned acclaim for its innovative cloud cushioning technology seamlessly integrated into its shoe soles. Reflecting a vibrant spirit, the brand often collaborates with local running clubs in major capitals like New York, London, and Berlin, crafting campaigns that resonate with the young and hip runners it seeks to connect with.

At the heart of On Running's identity is a commitment to fitness and movement driven by innovation and performance. The brand strategically employs a mix of Paid, Owned, and Earned media, with a digital stronghold on platforms like Instagram, Facebook, LinkedIn, Twitter, YouTube, the official website, and email newsletters. Traditional billboard advertising is also a key component of their outreach strategy.

Across these diverse channels, a consistent brand voice prevails, echoing a fitness-conscious lifestyle. On Running positions itself as a provider of top-tier athletic wear for individuals dedicated to this health conscious and dynamic lifestyle..

While maintaining uniformity in messaging, channel-specific nuances exist. On Twitter, the focus revolves around the professional athletes sponsored by the company, showcasing a dedication to elite performance. In contrast, Instagram zeroes in on campaigns spotlighting amateur running enthusiasts, a demographic that aligns more closely with their core consumer base. Instagram also serves as the platform to highlight influencer partnerships.

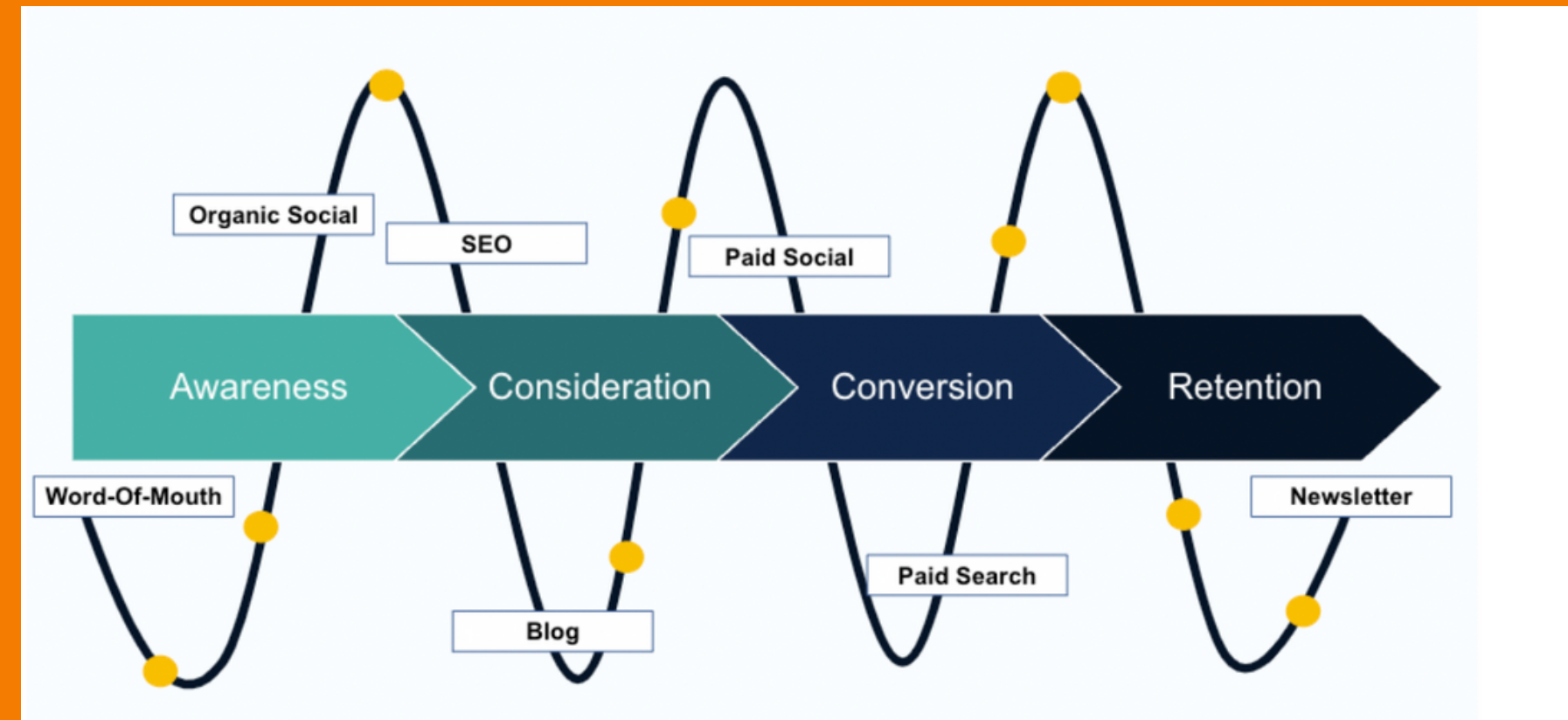
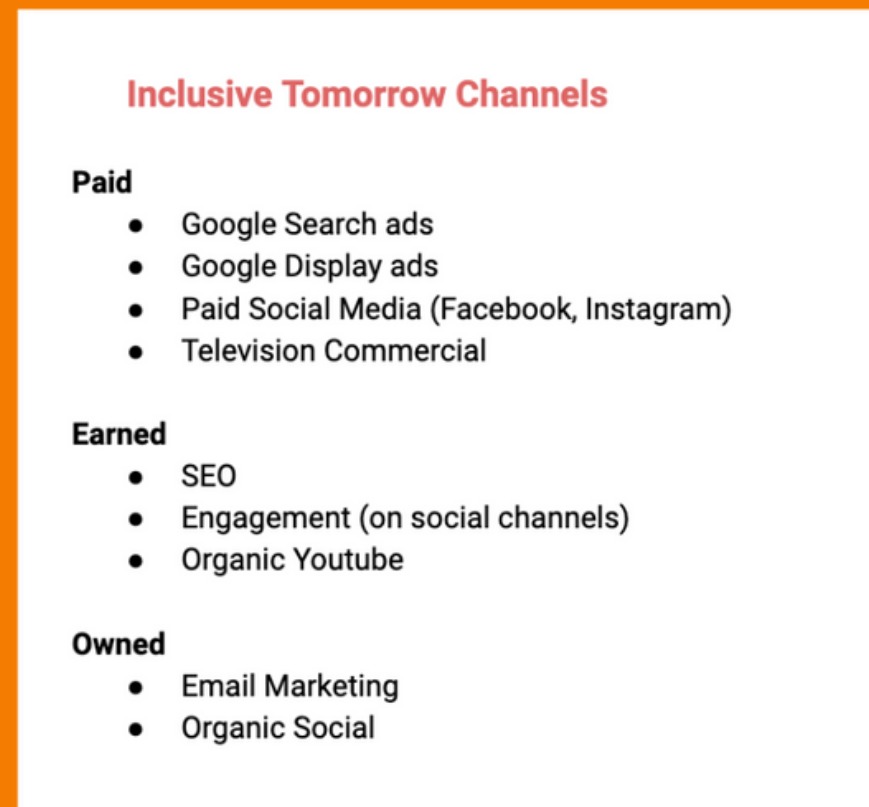
- The first stage of the project involved analysing the Multi-Channel campaign of another brand for which I chose **On Running**
- I identified the different types of messaging in recent On campaigns such as **On-The-Go, Lean-In,** and **Lean Back** across search and social platforms.





# Deliverables | Intro

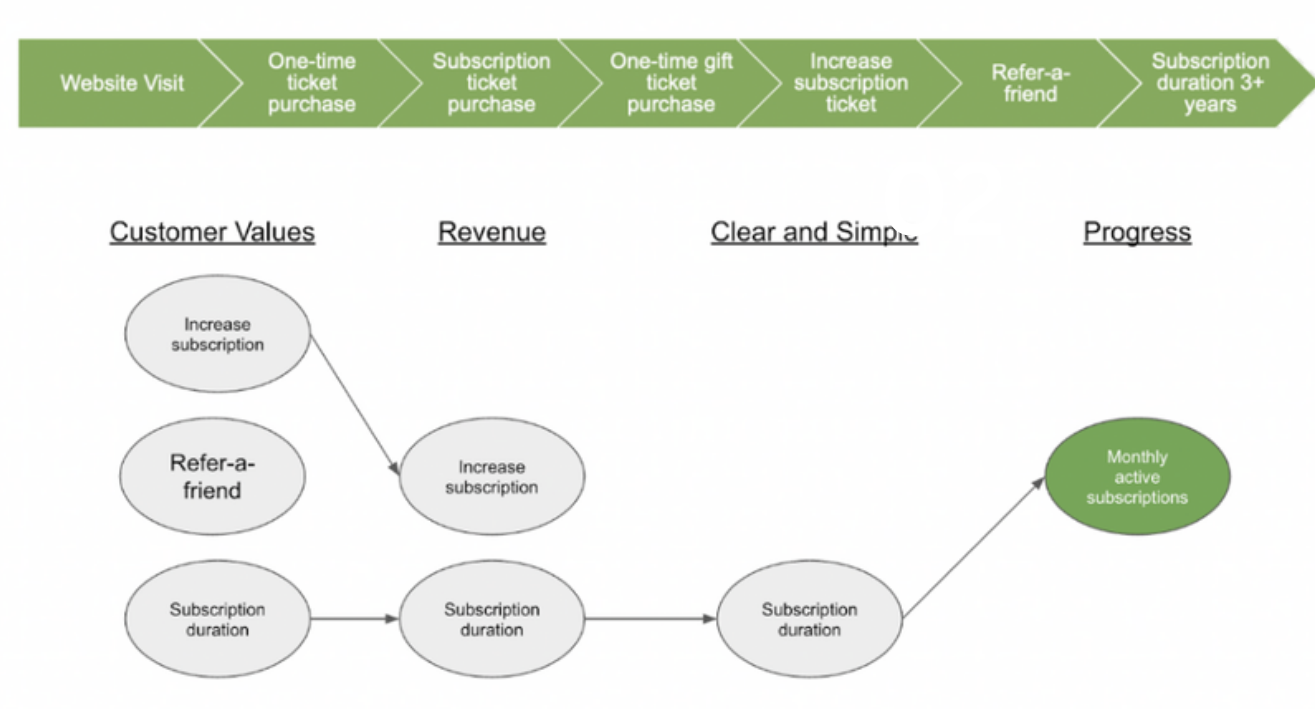
- Based on the brief from **Inclusive Tomorrow**, I created a **Multichannel Funnel** to support the Holiday Campaign



- I developed my analysis skills through the competitor analysis of On Running, which in turn helped me to apply some of these learning to create the bespoke Funnel for Inclusive Tomorrow.
- 
- The exercise also focussed on consistent **story-telling** across different channels.

# Deliverables | Metrics in Multi-Channel Marketing

1. Define metrics for each funnel stage in a multichannel marketing strategy
2. Research ethical practices in data collection and growth marketing for a given domain and specific geographic regions
3. Document ethical guidelines for a brand's marketing team



Funnel Step	Channels	Target Metrics
Awareness	Organic Social Media (instagram, facebook)	Impressions, CTR, Engagement
Consideration	SEO, Blog/Content Marketing	Organic Traffic, CTR
Conversion	Paid Social, Paid Search	CPM, CTR, CVR, ROAS
Retention	Email Marketings / Newsletter	Open Rate, CTR, Conversion Rate

## Completed tasks

- Using customer journey analysis to identify a **North Star Metric (NSM)**
- Identifying **Growth Metrics** of an organisation accross various channels.
- Researching **Marketing Ethics** and **Regulation** in **Germany**, particulalry as they pertain to gambling.



## Skills Learnt

- Breaking down customer experience and values to zero in on a North Star Metric that can be used to focus and simplify a company's goal or goals.
- Research into the ethics, legalities and responsibilities of a company surrounding advertising in certain industries such as gambling.

## Reflection

- I was able to take my research regarding German laws around gambling marketing, and use them to create a set of general **ethics guidelines** for Inclusive Tomorrow.

### Ethics Guidelines for Inclusive Tomorrow

#### 1. Responsible Advertising:

Ensure that all marketing materials, including those related to raffle tickets and lotteries, adhere to the regulations outlined in the Interstate Treaty on Gambling. Exercise caution in the language used to promote the lottery, avoiding any content that could be construed as encouraging excessive gambling or addiction.

#### 2. Transparency and Informed Consent:

Prioritize transparency in communicating with customers. Clearly outline the purpose of data collection, how their information will be used, and obtain explicit consent. This practice aligns with GDPR principles and builds trust with participants.

#### 3. Limitation of Data Collection:

Collect only the necessary data required for business purposes and adhere to the principles of data minimization. Avoid unnecessary or excessive data collection to respect user privacy and maintain compliance with data protection regulations.

#### 4. Educational Initiatives:

Implement educational initiatives within marketing campaigns to raise awareness about responsible gambling. Provide information on recognizing signs of addiction and promote responsible gaming behaviors.

#### 5. Monitoring and Compliance:

Regularly review marketing strategies to ensure ongoing compliance with both data protection and gambling advertising regulations. Establish internal mechanisms for monitoring adherence to ethical guidelines and promptly address any issues that may arise.

# Deliverables | Analyzing Channel Performance

1. Analyse marketing data from multiple channels
2. Compare how different channels performed over time and in relation to each other
3. Compare different types of attribution models and their advantages and drawbacks

Year	Paid Facebook			Google Search Ads			Paid Google Display Ads		
	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

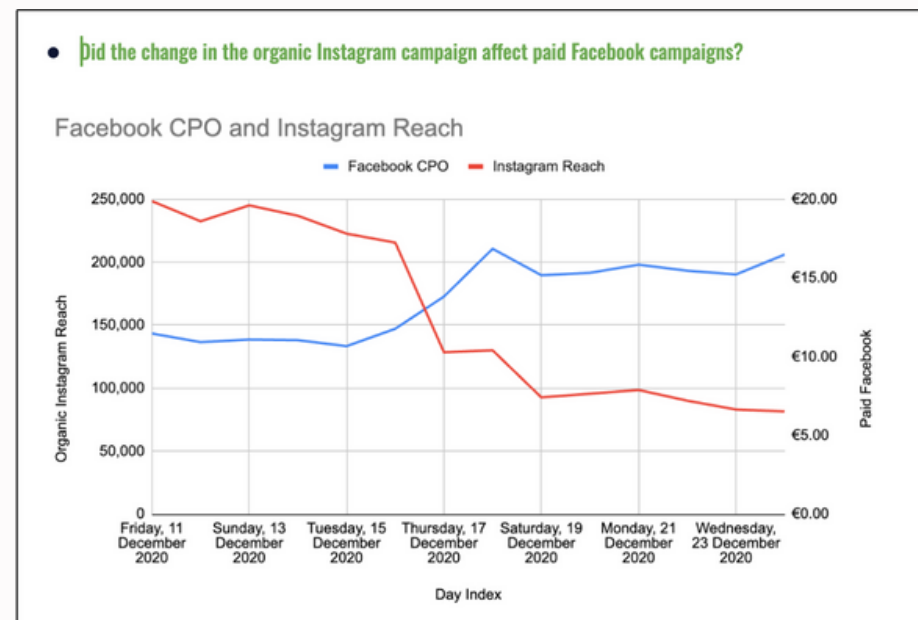
Likes	REACH	LIKES	Organic YouTube		SEO		
			Subscribers	Video Views	Sessions	Avg. Ranking	Bounce Rate
1,938	668	54	-	-	29,384	2.8	25.49%
22,957	1,132	35	5,948	132,594	35,117	3.9	28.36%

## Completed tasks:

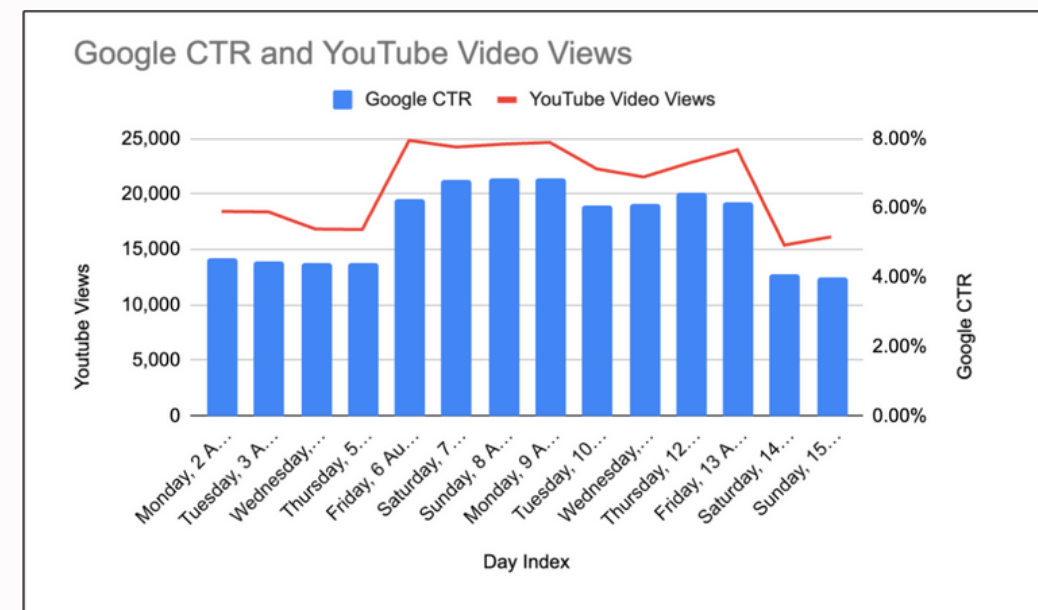
- Made observations about the differences between the 2019 and 2020 campaign based on the data.
- Asses which channels had the **best overall performance** and explain reasoning.
- Nominate the best type of **attribution model** for this campaign (**Last Touch Attribution**).

# Deliverables | Cross Channel Correlation

1. Conduct correlation analysis to describe the relationship between different marketing channels
2. Interpret correlations to evaluate how different channels impacted each other's performance



- Data was taken from the 2019 and 2020 campaign, and I was then tasked with turning the data into visual graphs to check for **correlation patterns** between channel activity / spend



- In the example on the left, there is clear **correlation** between Google CTR and Organic Youtube Views.
- Recommendation is to maintain organic youtube posts to support Google Search Campaign



# Deliverables | Metrics in Multi-Channel Marketing

1. Translate insights gathered from data analysis into recommendations for campaign optimisation
2. Present a report on analytical findings and pitch a multi-channel marketing strategy to **stakeholders**

**Buyer Persona**

**BASIC PROFILE:**  
Name: Sarah  
Gender: Female  
Age: 42  
Family Status: Married with two children

**OCCUPATION:** Registered Nurse  
**INTERESTS:** Being a good role model to her kids, providing care and support to individuals with disabilities

**MOTIVATION:**  
• Passion for making a positive impact on the lives of others.  
• Sees the purchase of raffle tickets as an opportunity to contribute to charitable projects that directly benefit people with disabilities, aligning with her values.

**PROBLEMS:**  
• Balancing work and family life leaves Sarah with limited time for active community involvement.  
• Seeks convenient ways to contribute to charitable causes that resonate with her caregiving personal life and profession.

**BASIC PROFILE:**  
Name: Greg  
Gender: Male  
Age: 55  
Family Status: Divorced, 3 kids

**OCCUPATION:** Builder  
**INTERESTS:** Football, Fishing, Horse Racing

**MOTIVATION:**  
• Motivation for financial stability is likely high. He may be focused on securing his financial future, especially with considerations for retirement and potential health-related expenses.

**PROBLEMS:**  
• The uncertainty in income may pose a challenge, making it difficult to plan for the future and contribute consistently to personal and charitable causes. The lottery may be an attractive option for him to potentially augment his income while supporting a good cause.

**Channel Performance**

• Google Display Ads Vs paid Facebook campaigns?

• Overall channel performance takeaways.

So in summary from best performing platform.  
1-Google Search Ads €8.89 CPO  
2-Paid Facebook €12.17  
3-Paid Google Display €23.29

**Recommendation:**

- Prioritise Budget for Google Search and support with organic youtube and organic Instagram.
- Take some budget away from Paid Facebook as it's support correlation to other conversion channels is inconclusive

**Observation:**  
• The data was inconclusive on correlation

**Recommendation:**  
• Take some of the Facebook Budget to see if the cost of Google CPO remains strong despite pulling some of that facebook budget to a channel

**Competitor Research**

**BritishRedCross**

**CHANNEL IDEAS**  
Youtube Paid  
TikTok

**COMMUNICATION INSPIRATION**  
**Youtube**  
• Used famous Influencers in campaign  
• Generated donations well through live streams which leverage the increased urgency

**SMS messaging**  
• Texting: SMS marketing has an incredible open rate of 98%, compared to just 20% for emails.

**INCLUSIVE TOMORROW**

## Completed tasks

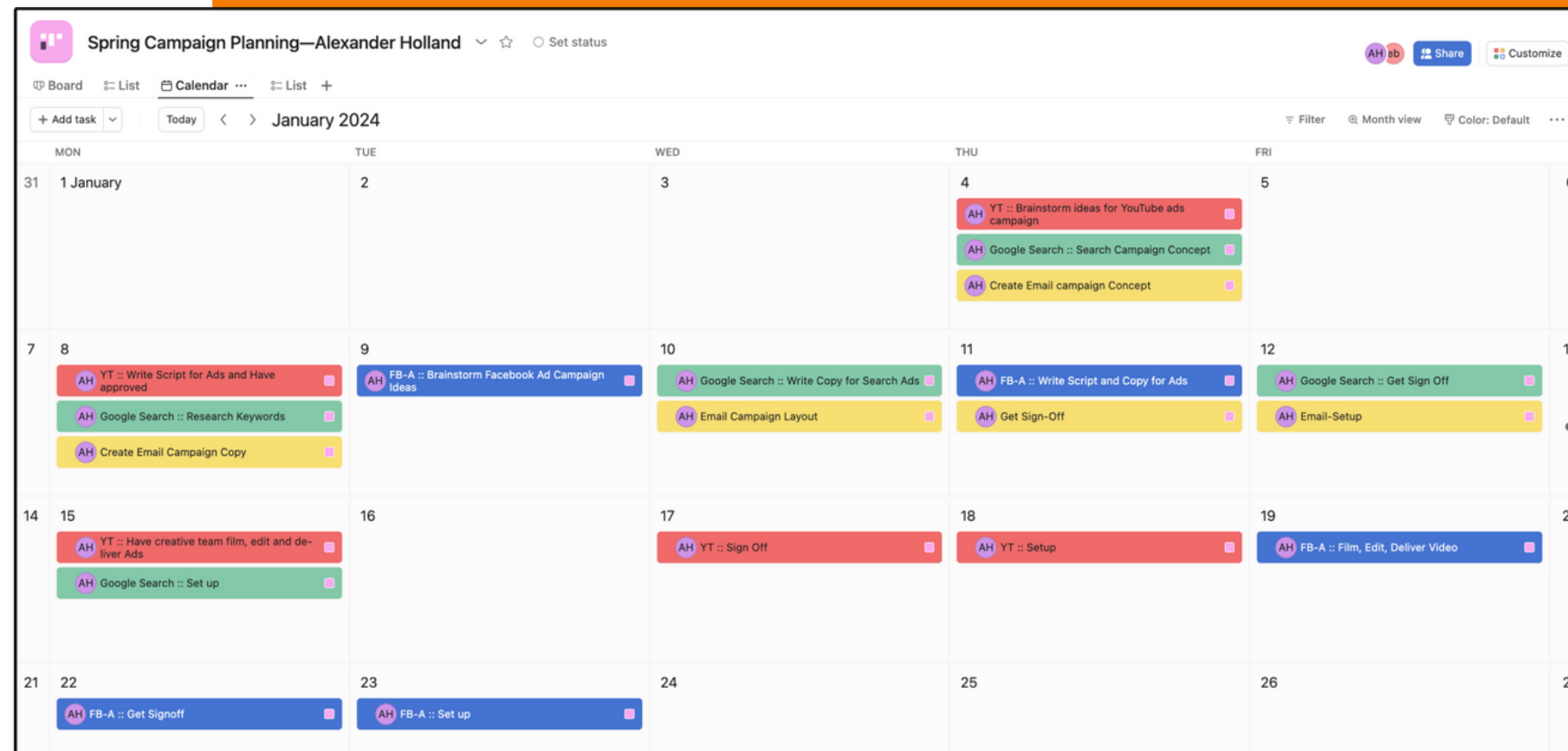
- Collated all Data into a 5 minute presentation to present to stakeholders.

## Presentation included:

- buyer personas
- goals and metrics (inc NSM)
- compeditor research
- channel performance
- recommendations for the future campaign based on the data.

# Deliverables | Project Management for Digital Marketers

1. Identify the resources and time needed for each step of a marketing project plan
2. Manage a project effectively, including the ability to prioritize and organize workload
3. Use a project management tool to develop a project plan for a strategy-aligned, multi-channel marketing campaign




## Completed tasks

- Using **Asana** to create project planning/project management.
- Configuring tasks, orchestrating their placement on the calendar and ensuring well allocated distribution of workload among team members.

# Deliverables | Collaboration & Writing Briefs

- 07**
- Collaborate and communicate with in-house colleagues to share overlapping resources
  - Prepare requests for team collaborators, including creative briefs, content briefs, and product briefs

Requested By: Alex (Marketing)	Campaign Name: Spring Rebirth Campaign	Due Date: Oct 20, 2023
Goal: The goal of our Spring Rebirth Campaign campaign is to increase subscriptions by 10% over a 3 week period. We are launching a Twitter Account as a new channel as part of this campaign to generate Brand Awareness.		Target Metric: 150 follows 50 likes 25 retweets 15 comments
Channel: Twitter	Format: Video	Specifications: 1080 x 1920 px. (15 sec.)
	 <p>Example Full Screen</p>	 <p>Example in feed</p>
Channel: Twitter	Message: "Unlocking Possibilities for those with disabilities in our	Call-To-Action: Learn More

## Skills Learnt

- Best practices for writing breifis to communicate the needs of a campaign across different departments (Creative, Product teams etc)
- Communicating in an empathetic and effective way when working with other teams and sharing resources across the organisation .

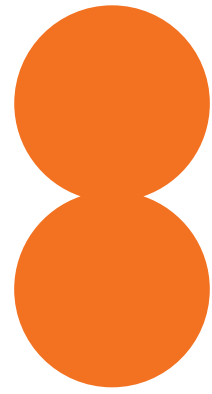


# Multi-Channel Project Challenges and Takeaways

## Biggest Learnings:

- Gained a comprehensive understanding of Multi-Channel metrics and the significance of a North Star Metric (NSM) in marketing.
- Acquired the ability to identify cross-channel metrics for assessing campaign success across various platforms.
- Developed skills in turning diverse data sets into visual interpretations (graphs, charts) to facilitate easier analysis and pattern identification.
- Learned effective communication with stakeholders through presentations summarizing campaign findings and offering actionable suggestions.





# THANKYOU

**Alexander Holland**



015750321352



alexander.holland@outlook.com