Inclusive Tomorrow Multi-Channel Spring Campaign

Diana Pulido - Achievement 5

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MY ROLE

As the Marketing Analyst for Inclusive Tomorrow, I was responsible for analyzing the performance of the spring campaign across multiple channels.

I collaborated closely with the Performance Team, ensuring seamless coordination with other departments through clear communication and efficient use of workflow tools.

OUR TEAM

Francois Mercer
Paid Social Media Manager

Kimberly Nguyen
Paid Search Manager

Alfredo Torres
SEO Manager

OBJECTIVES

Conduct cross-channel data analysis to assess performance, identify key touchpoints, and apply accurate learnings to optimize strategy.

Increase brand awareness

Boost active monthly subscriptions

Engage a broader audience through multi-channel marketing efforts

Highlight the organization's mission while offering an incentive through lottery tickets.

In a coordinated way to the NSM ensure that all marketing channels contribute and provide actionable data for continuous optimization

MAIN APPROACH TO THE PROJECT

Solution

Assess the effectiveness of paid channels like Facebook, Google Search, and Google Display Ads, and determine which channels contributed most efficiently to driving subscriptions and engagement.

Process

Analyzed and optimized performance of paid channels like Facebook, Google Search, and Google Display Ads to identify which platforms drove subscriptions and engagement most efficiently.

CHANNELS, METHODS, SOFT SKILLS

Channels

- Facebook Ads
- Instagram Organic Content
- Google Search and Display Ads

Methods

- Full-Funnel analysis
- Attribution modeling
- Performance optimization

Soft Skills

- Analytical thinking
- Cross-team collaboration
- Communication
- Adaptability

1. FULL-FUNNEL CUSTOMER JOURNEY

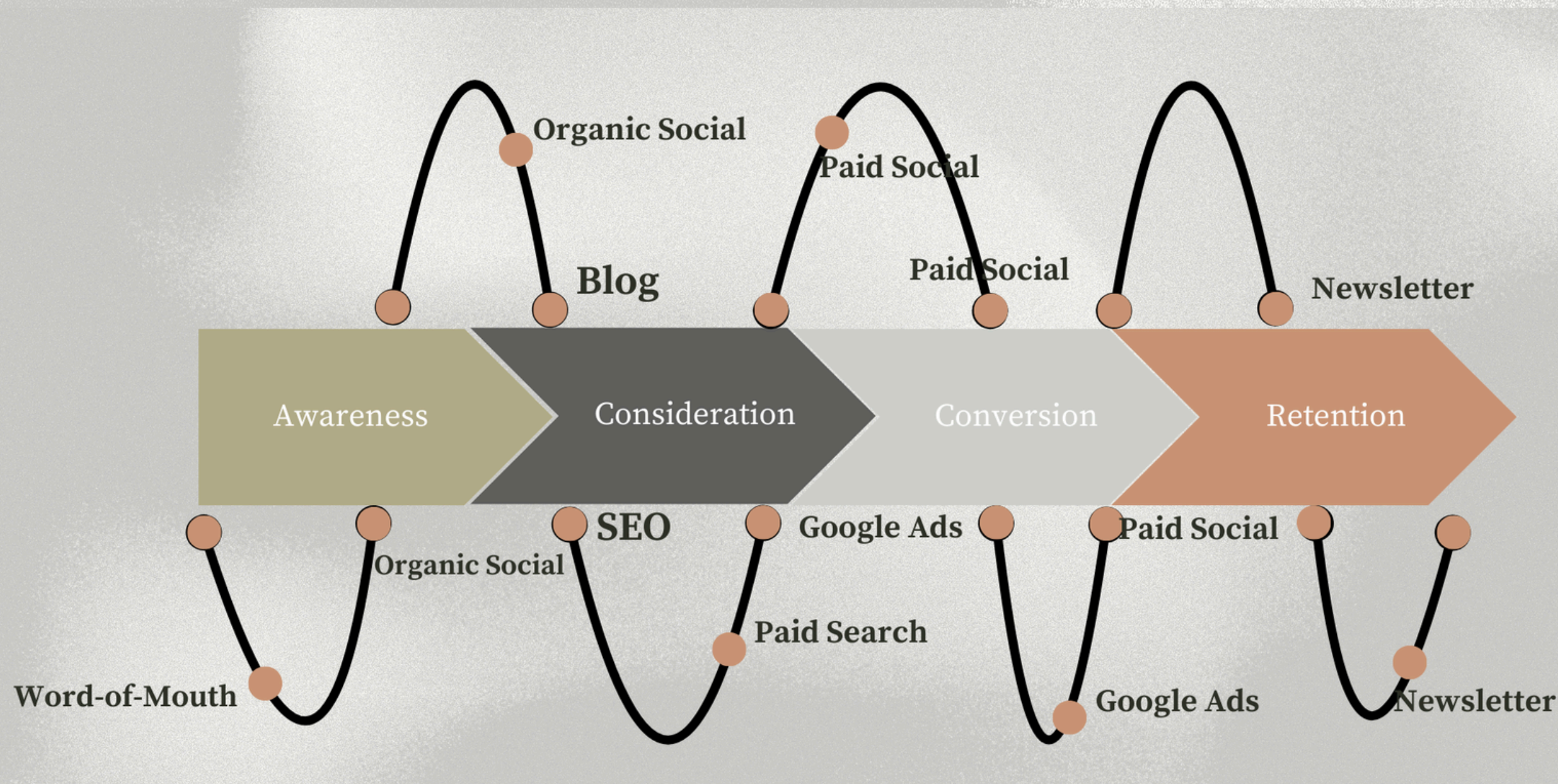Develop a Full-Funnel customer journey for multi-channel digital marketing strategy

Analysis

Analysis of Inclusive Tomorrow's marketing channels

Customer Journey

Map the customer journey based on the funnel.

Skills

- Analysis of customer journey through funnel stages.
- Develop of Full-Funnel Customer journey according to data and channel performance

Reflection

Outlining the customer journey is crucial for gaining insights into audience behavior, allowing for the optimization of channels and messaging at each stage to maximize engagement and conversions.

2. INCLUSIVE TOMORROW'S NORTH STAR METRIC

Identify funnel-specific metrics that work towards the North Star Metric for Inclusive Tomorrow.

1. Indicate Customer Experience and Values

2. Demonstrate Generation of Revenue

3. Be Clear and Simple to Understand

4. Track Progress Measurement

Skills

- North Star Metric creation
- Ensure compliance with industry regulations, especially for gambling-related promotions

Reflection

Identifying the North Star Metric (NSM) is critical to aligning the efforts of different departments, ensuring all areas are focused on achieving the overarching company or project goals. It serves as a guiding metric that keeps every team working towards a shared objective.

3. MARKETING DATA ANALYSIS

Analyze marketing data to evaluate the performance of various channels for the holiday campaign.

Conducted cross-channel data analysis

Assess performance, identify key touchpoints,

Apply attribution models to optimize strategy.

Skills

- Data analysis to come up with insights of the performance
- Identify attribution models to optimize channels and performace.

Reflection

Referring back to the metrics and data provided by each channel is essential for the marketing team to evaluate what is working in the campaign. This step is crucial in digital marketing, as it helps uncover audience behavior and identify the most effective channels to optimize and drive success.

4. CORRELATION ANALYSIS

Conduct correlation analysis of marketing data and evaluate how different channels impacted each other's performance.

1. Identify main metrics in a holiday event and how they can affect

Identify relevance of data and insights for team efforts

Skills

- Correlation analysis between channel's performance

Reflection

Analyzing data correlations enables the marketing team to identify events, situations, or factors that may impact channel performance. This insight allows for the optimization of content, messaging, delivery times, and other strategies to enhance overall effectiveness

5. CAMPAIGN OPTIMIZATION FROM DATA ANALYSIS

Translate insights from data analysis into recommendations for campaign optimization.

Analyze marketing strategy

Give insights and recommendations from data

Assess metrics and strategies developed to improve next campaigns

Skills

- Data analysis
- Report findings in analytical way
- Storytelling

Reflection

Collecting data and reflecting on marketing strategy performance is essential for informed decision-making. This approach enables the team to identify areas for improvement and make data-driven changes based on reliable sources.

6. PROJECT MANAGEMENT TOOLS

Use project management tools to develop a project plan for a strategy-aligned multi-channel marketing campaign.

Recognize useful tools for creating a project plan

Organization is key to success in projects

Skills

- Manage a project effectivelly
- Prioritize and organize workload
- Use project management tools

Reflection

Using tools for organizing tasks are valuable resources to stay on top of project deadlines. It's essential to explore their features, to provide deeper insights into task progress and help improve workflow efficiency.

7. DIGITAL MARKETING BRIEFS

Prepare requests for team collaborators including creative briefs, content briefs, and product briefs.

Identify stakeholders and workflow to meet common goals

Communicate with colleagues and departments in a clear and precise manner

Skills

- Collaboration and Communication
- Work in team
- Requests and brief doccuments and communications

Reflection

Creating appropriate communications to inform colleagues about situations, problems, or roadblocks is crucial. These communications should be clear, concise, and solution-oriented.

CHALLENGES AND TAKEAWAYS

O1
Understanding data was key to analyzing performance and making informed decisions for future campaigns.

Advertising accross platforms

Creating organic content to connect with the audiences

O2
Analyzing the correlation between events, factors, and platform performance was a valuable discovery.

New opportunities to leverage external situations

Deliver more relevant and timely content

O3
Challenges: balancing multiple factors like timing, budget, creatives, and messaging

Analyzing - making data-driven decisions

Collecting data

Collaborating with team members - Helpful

O4
In the future, I'd prioritize focusing on more specific metrics

Facing overwhelming amount of data

Ask for help early on and work collaboratively

THANK YOU

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