

Landing Page Campaign Strategy

Client: PeriHacks

- 1) **Campaign Name:** 10-Step Blueprint to Market Campaign Success
- 2) **Objective:** Increase brand awareness, increase thought leadership
- 3) **Success:** 1) Increase Periscope followership (2 per 30 min); 2) Increase visits to targeted landed page 3) 4 people sign up to my email list
- 4) **Launch Date:** GTM June 25, 2017 (1 hour broadcast)

5) **Target Audience:**

- a) Customers
- b) Prospects

6) **Channels**

1. Word of Mouth - Friends, Family, etc.
2. Social Media
3. Blogs
4. Paid Ads (FaceBook Ads, Instagram Ads)

7) **Business Goals**

1. Prospects
 - a. Top of Funnel (TOFU) - Awareness
 - i. Periscope, Twitter, Facebook, blog
 - b. Middle of Funnel (MOFU) - Consideration
 - i. Use cases, customer case studies, PDF downloads, webinars, blog
 - c. Bottom of Funnel (BOFU) - Decision
2. Customers
3. Influencers

8) **Messaging and Positioning**

1. Who are you?
2. What do you do?
3. Who are your competitors?
4. What sets you apart from your competition?

9) **Key Tactics** (i.e. social media, digital PR, influencers, email campaign, blog, PPC, sales strategy, etc)

10) **Industry Research & Statistics**