

CampaignTrackly Training Program - How to Track Marketing Campaigns Like a Pro

Hello, and welcome to CampaignTrackly's training program in "How to Track Marketing Campaigns Like a Pro." My name is Milena Mitova and I will be your coach for the duration of this program.

Here are at least 4 solid reasons why you need to tag and track your campaigns:

- All your individual campaign reporting in ONE place versus all over the various report in your analytics tool.
- All your advertising efforts accounted for, including email, affiliates, partners, banner ads, and campaign-custom Google Adwords ads. If not tagged appropriately, they go in generic/referral traffic.
- Instant visibility to channels and assets that work or need improvement.
- Simpler, easier way to keep track of your campaigns and their results, and share reporting with stakeholders.

Included in the program: how to define the key assets of your marketing campaign, how to identify the promotional channels that are relevant for every asset, and in what way to build our tags and add tracking, so that when we launch our campaign, we can see in great detail how every single channel and asset contributed to our marketing success.

So, let's get started! Let's say that we are trying to launch the latest version of the CampaignTrackly app. A lot of work went into it, it has a lot of new features, and we are confident that it will make all of our customers, users, and prospects happy.

Tutorial #1: Define the assets we will want to use in our campaign.

1. Launch Landing Page

- First, we want to create a landing page to introduce our newest product version and describe the features and benefits that it will be providing. While creating our page, we will want to be as informative as possible, giving justice to all important improvements and new features. This means that we might want to add videos, product pictures or screenshots and other informational elements, along with an **online registration form**. The form is important, because after all, we want people who read about our product - and are interested - to subscribe and start using it as soon as they are ready.

- Our landing page is the **main asset** of our campaign
- We want everyone who wants to learn more about our latest news and features to visit it - whether they are customers, prospects, competitors, partners, analysts, existing and potential employees, etc.
- The ultimate goal of this asset is to collect as many customer/prospect registrations as possible.

2. Launch Press Release

- Next, we want to create a press release. In it, we will inform the media and analysts about our latest product innovation. The press release will urge everyone who is interested to learn more

about our latest addition to go to our [Launch Landing Page](#). While an original version of our press release will live on our website, it will also be posted on PRweb, newswire.com and any other relevant online PR channel that will help circulate and promote our news.

3. Launch Social Media Game

- To encourage our target audiences to engage with us and share our news, we will also launch a social media game. Every day in the course of 5 consecutive days, we will be asking one product-related question. The first person to provide a correct answer will receive a gift card. The game's purpose is to take players to the [Launch Landing Page](#), so that they can review it and find the answer to the question there. To play, users will need to retweet or share the game announcement and then provide their answer. The game will be run on Twitter, LinkedIn and Facebook.

4. Launch Blog Post

- We will also write a blog post. In it, we will talk in a more informal way about our launch and the newest features that will help our target audiences to be more productive and effective. The post will also urge readers to visit the [Launch Landing Page](#) and will inform them about our Launch Social Media Game. We will probably want to get the post shared on multiple websites that get visited by our target audiences. In our case, we will need to post links to it on LinkedIn, Quora, [producthunt.com](#), [saascommunity.com](#), [firespotting.com](#) and others.

5. Launch Teaser Video

- We will also create a brief one-minute teaser that will enable our online visitors to visualize the new features we are introducing. At the end of it, we will add a link to our [Launch Landing Page](#) and will urge anyone who is interested to learn more, to visit it. Our video will be posted on YouTube, Vimeo and a few other video sharing platforms.

6. Launch Email

- We will prepare an email that will notify our existing database about our launch. The email will link to our [Launch Landing Page](#), the Launch Teaser Video, and the Launch Blog Post, urging recipients to explore these venues if they would like to receive more details about our launch. In addition to using our marketing automation system to send the email out, we will also want to share it with sales people, account managers and business development, because these internal stakeholders might need to send individual emails to their networks as well.

7. Other Assets

- [Launch Webinar](#) - we might decide to hold an online webinar, where we will want to officially announce our launch.
- [Launch Guest Blogs](#) - we might ask some of our subject matter experts or decision-makers to blog about the launch on their own blogs or to speak about the launch when they are guest-blogging.

Now, its your turn

Think of any other assets that might be helpful to your campaign. Grab an excel spreadsheet and list all the assets that you will need for your own launch campaign. And have fun!

Next Tutorial: Defining Your Promotional Channels