

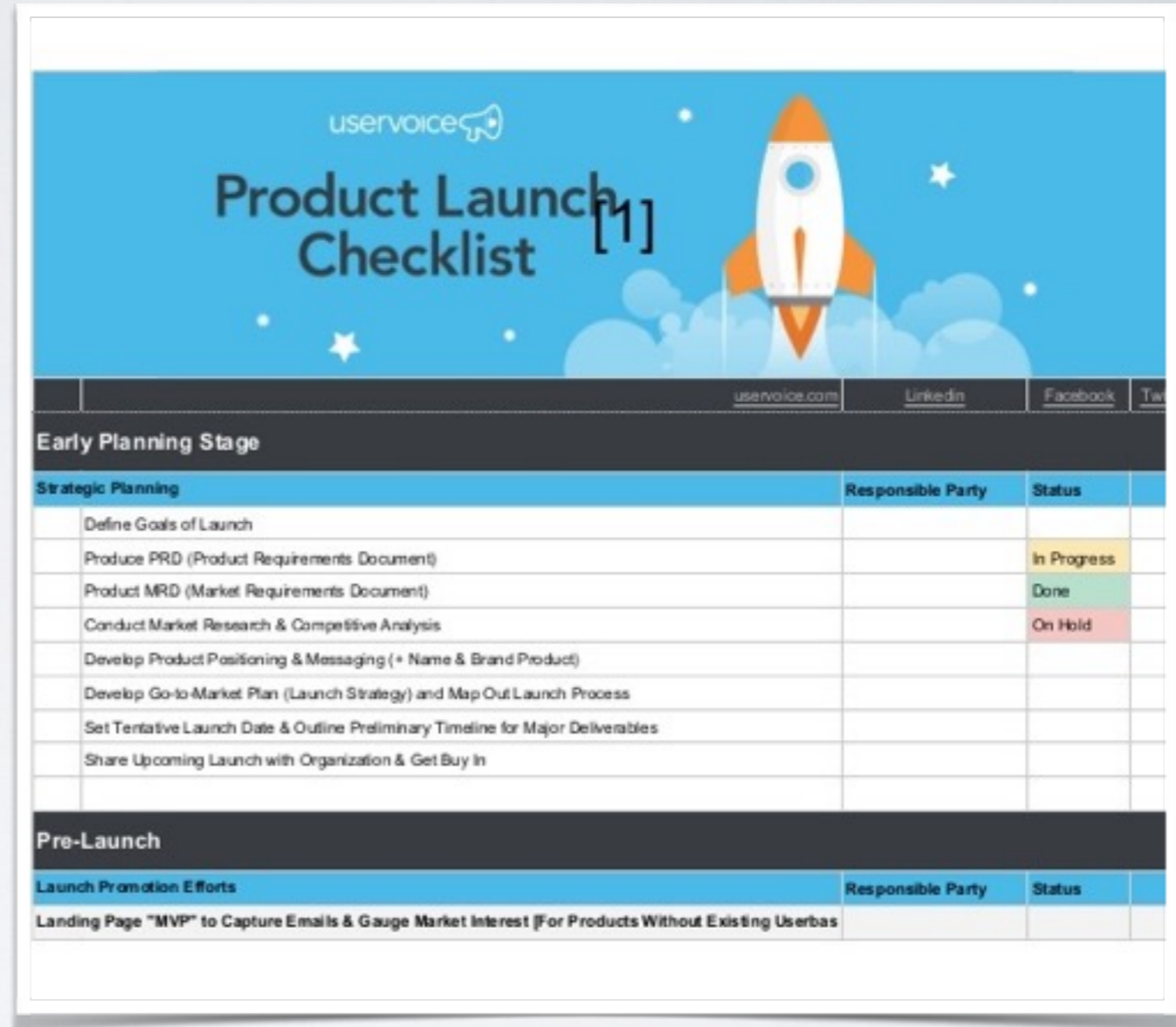
HOW TO TRACK MARKETING CAMPAIGNS LIKE A PRO TUTORIAL # 1

CampaignTrackly Training Program

4 SOLID REASONS WHY YOU SHOULD TRACK 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 instead of lost in generic traffic - incl. email, affiliates, partners, banner ads, and campaign-custom Google Adwords ads.
- Instant visibility to channels and assets that work or need improvement.
- One simple, easy way to keep track of your campaigns and their results, and share reporting with stakeholders.

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

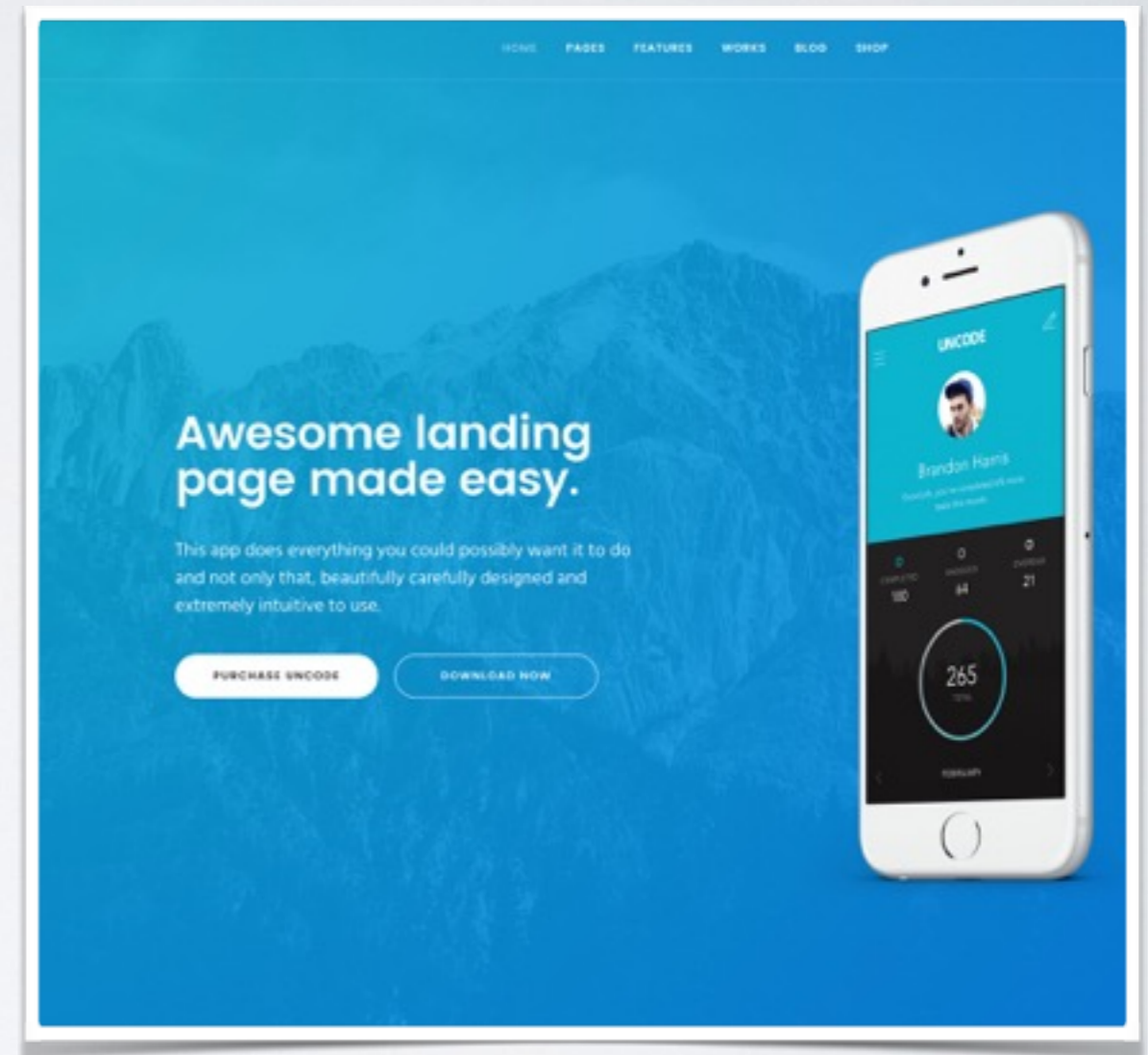


uservice.com				LinkedIn	Facebook	Ta
Product Launch Checklist [1]						
Early Planning Stage						
Strategic Planning				Responsible Party	Status	
	Define Goals of Launch					
	Produce PRD (Product Requirements Document)				In Progress	
	Product MRD (Market Requirements Document)				Done	
	Conduct Market Research & Competitive Analysis				On Hold	
	Develop Product Positioning & Messaging (+ Name & Brand Product)					
	Develop Go-to-Market Plan (Launch Strategy) and Map Out Launch Process					
	Set Tentative Launch Date & Outline Preliminary Timeline for Major Deliverables					
	Share Upcoming Launch with Organization & Get Buy In					
Pre-Launch						
Launch Promotion Efforts				Responsible Party	Status	
	Landing Page "MVP" to Capture Emails & Gauge Market Interest (For Products Without Existing Userbas					

CAMPAIGN ASSET # 1

I. Launch Landing Page

- **Main asset** of our campaign
- Goal 1 - provide info about our product
- Goal 2 - collect as many customer/prospect registrations as possible.



CAMPAIGN ASSET #3

III. Launch Social Media Game

- **Social audiences**
- Goal 1 - drive shares and views
- Goal 2 - drive traffic to Launch Landing Page

Let's Play a Game...



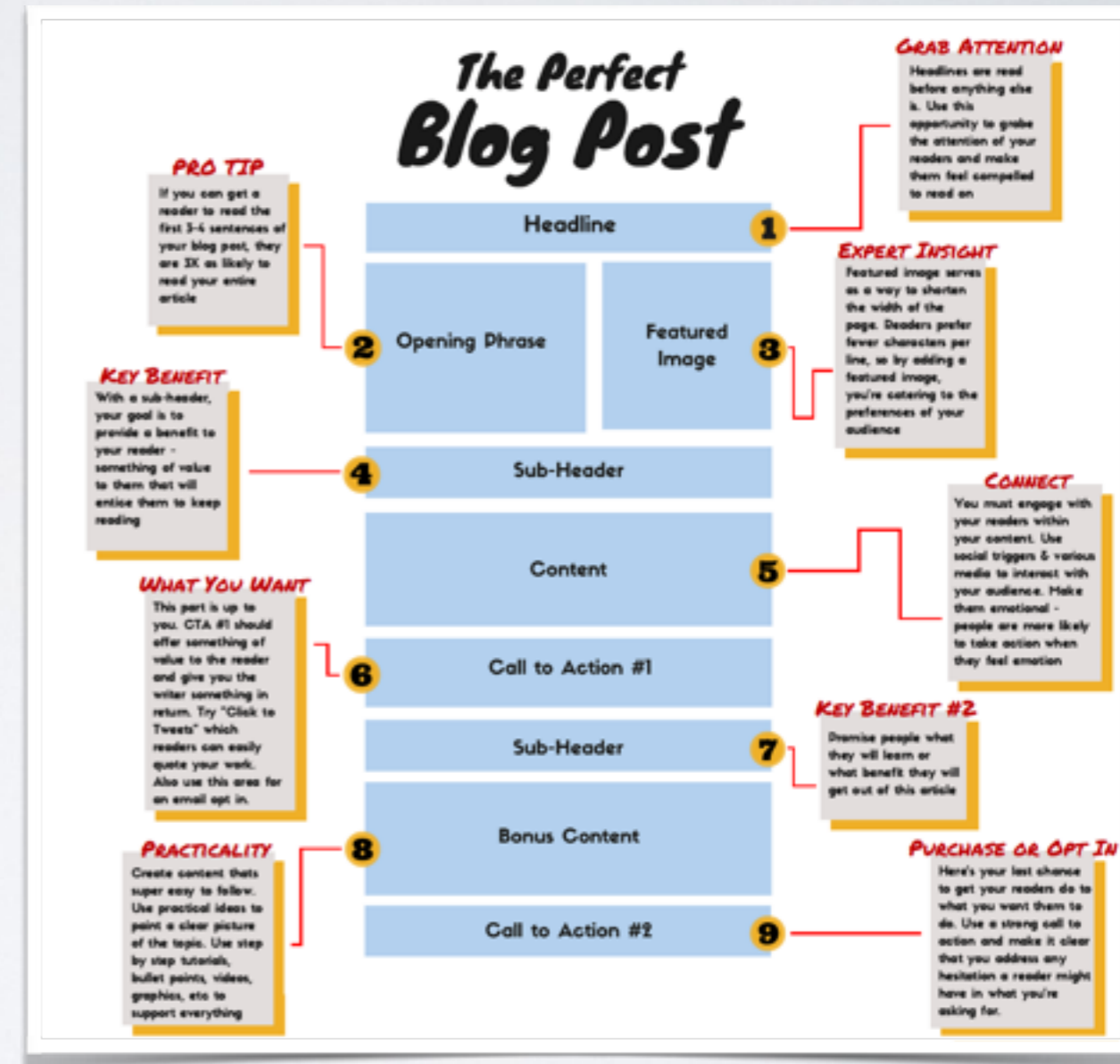
1. GO TO YOUR KITCHEN
2. TAKE A PICTURE OF YOUR FAVORITE CUP
**3. AND POST YOUR PICTURE RIGHT
HERE IN THE COMMENTS**

**POST BY MIDNIGHT TONIGHT AND A WINNER
WILL BE DRAWN IN THE MORNING!**

CAMPAIGN ASSET #4

IV. Launch Blog Post

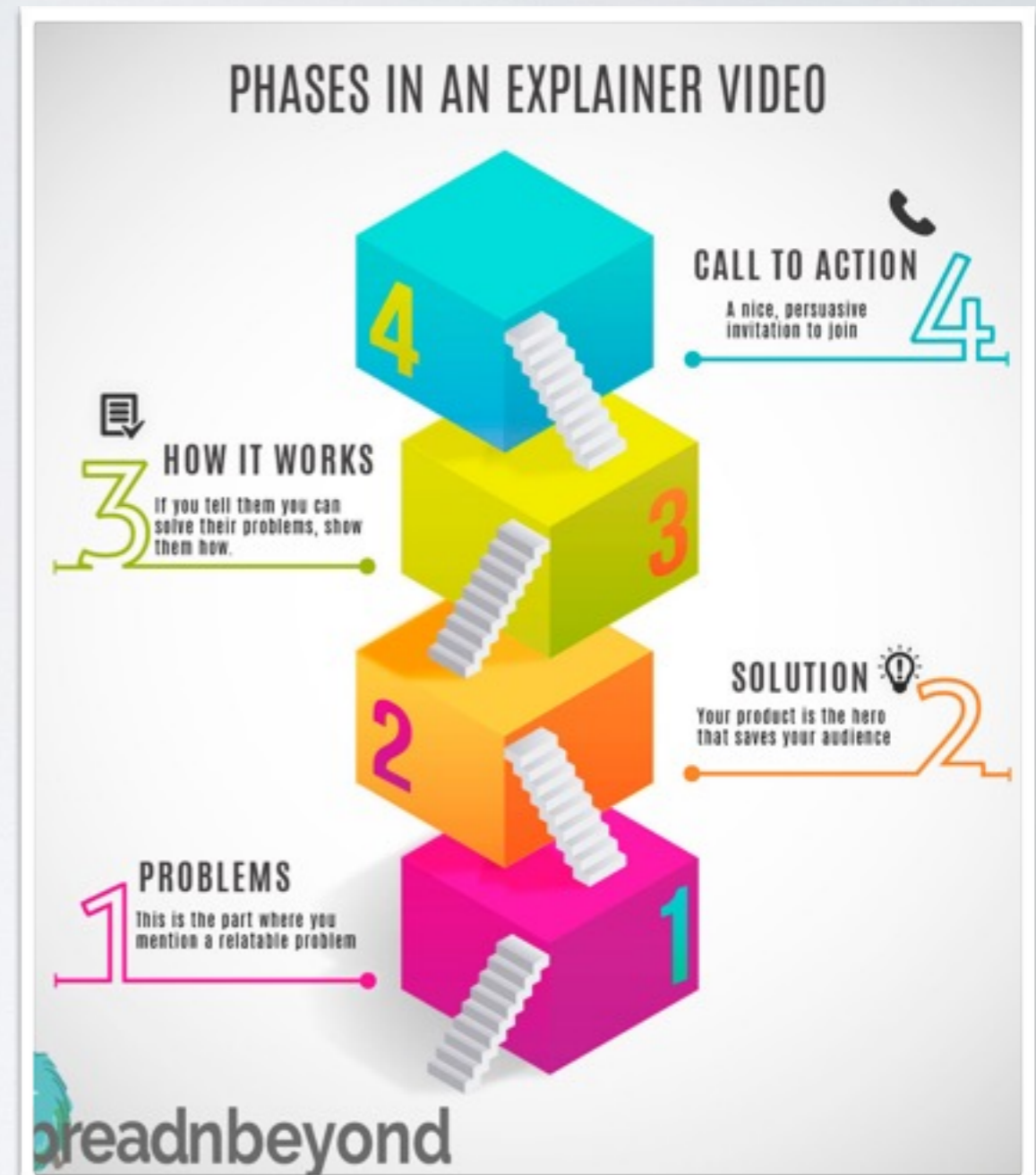
- Google search users, Blog readers
- Goal 1 - create awareness about the launch
- Goal 2 - drive traffic to Launch Landing Page



CAMPAIGN ASSET #5

IV. Launch Teaser Video

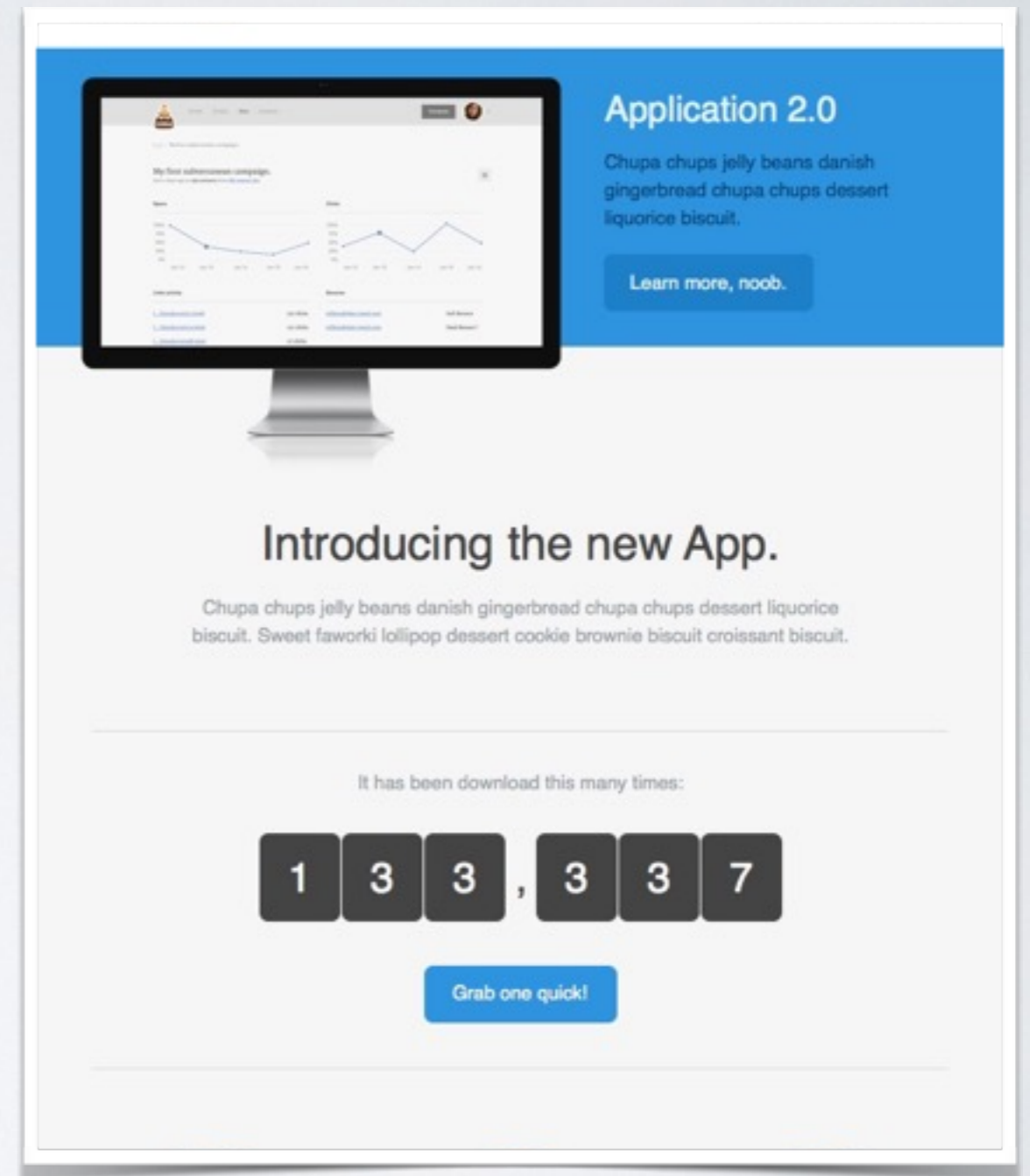
- **Video-loving audiences**
- Goal 1 - create awareness
- Goal 2 - drive traffic to Launch Landing Page



CAMPAIGN ASSET #6

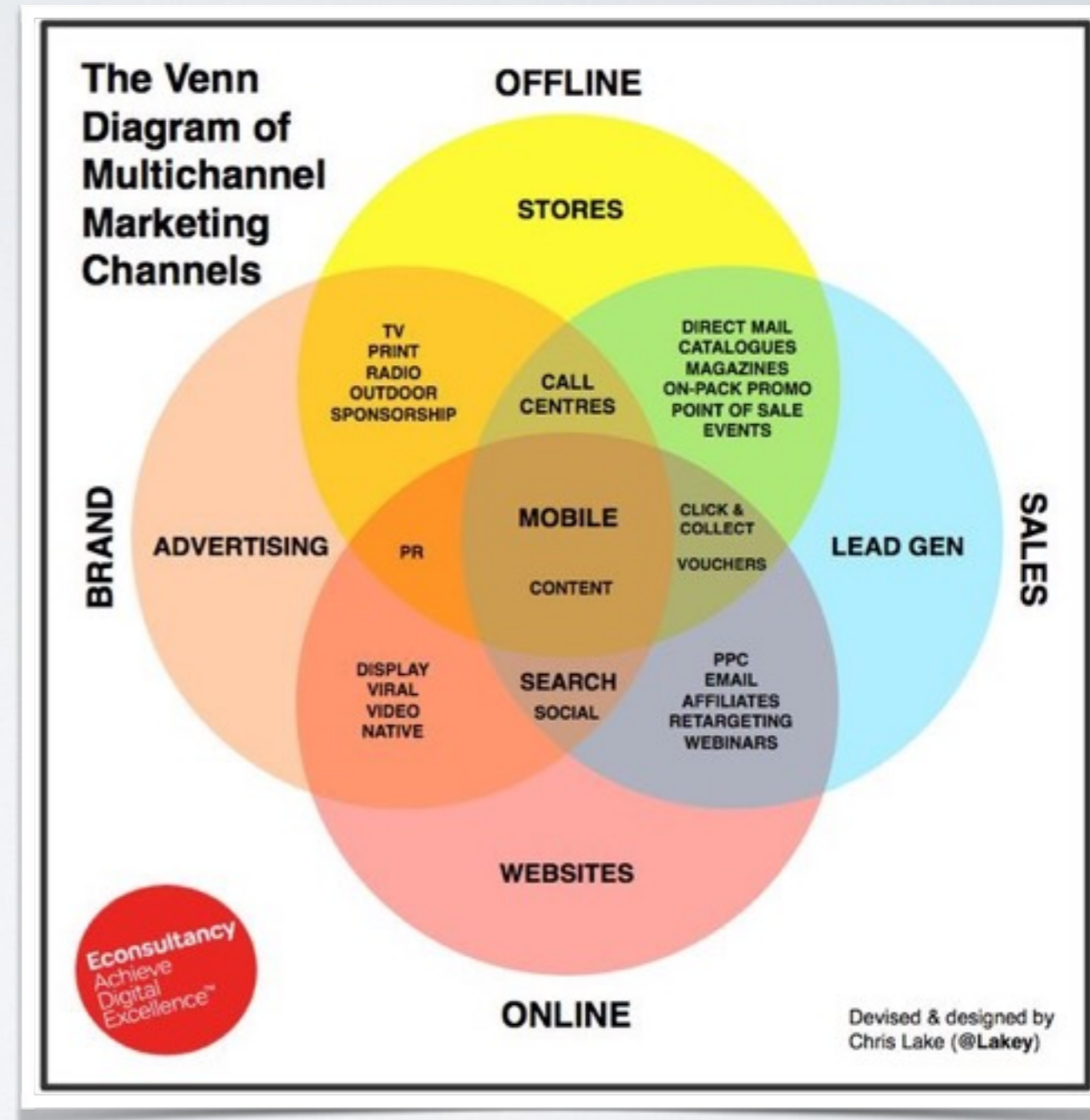
VI. Launch Email

- **Customers, sales, database**
- Goal 1 - create awareness
- Goal 2 - drive traffic to Launch Landing Page and Blog



NEXT TUTORIAL

Next Tutorial: Defining Your Promotional Channels



Thank you! Questions?

Email us at:

[support@campaign-
trackly.com](mailto:support@campaign-trackly.com)