

Campaign Blueprint

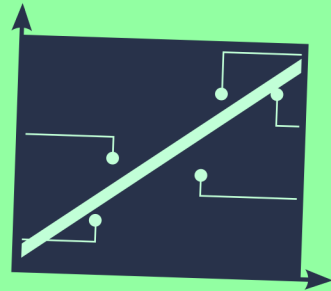
Step 1: Mapping

- Goals
- Target Market
- Type of Campaign



Step 2: Tracking

- Gathering Campaign Data



Step 3: Cost Analysis

- Historic Campaign Data
- Previous ROI
- Historic Conversion Rates



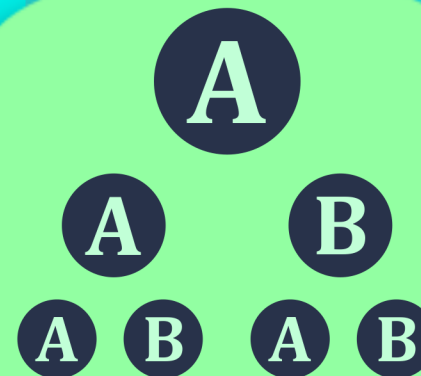
Step 4: Design

- Simple
- Has a Hook
- Call to Action!



Step 5: AB Testing

- Demographics
- Locations
- Interests
- Any Relevant Customer Data



Step 6: Launch a Campaign

