

The anatomy of an effective multichannel marketing campaign

Multichannel marketing means different things to different people, but at its core it means utilising multiple platforms to promote your campaigns. By breaking down a multichannel campaign into its individual parts, you can better understand how each one functions and how it feeds into the rest of the campaign to make it work.

THE BRAIN: SYSTEMS & AUTOMATIONS

Every effective campaign starts with a good tech stack. With a CRM that also facilitates multichannel marketing campaigns, you can keep everything in one place, allowing for better insights and attribution.

THE MOUTH: PAID MEDIA

When you're ready to shout about your campaign, paid media is the way to go! From LinkedIn to Facebook to Google Ads and everything in between, paid media will help amplify your message.

THE LEGS: ANALYTICS & OPTIMISATION

If you want your campaign to grow legs and go far, it's all about the analytics and optimisation. If you can tell what's working and why, or the opposite, you can make the changes needed to improve campaign performance. This allows you to create an amazing evergreen campaign that delivers long-lasting results.

THE EYES: VISUAL MEDIA

At this point we all know that video is king, but it's not just useful in sales. It's also extremely effective in promoting your content.

THE HEART: CORE ASSET

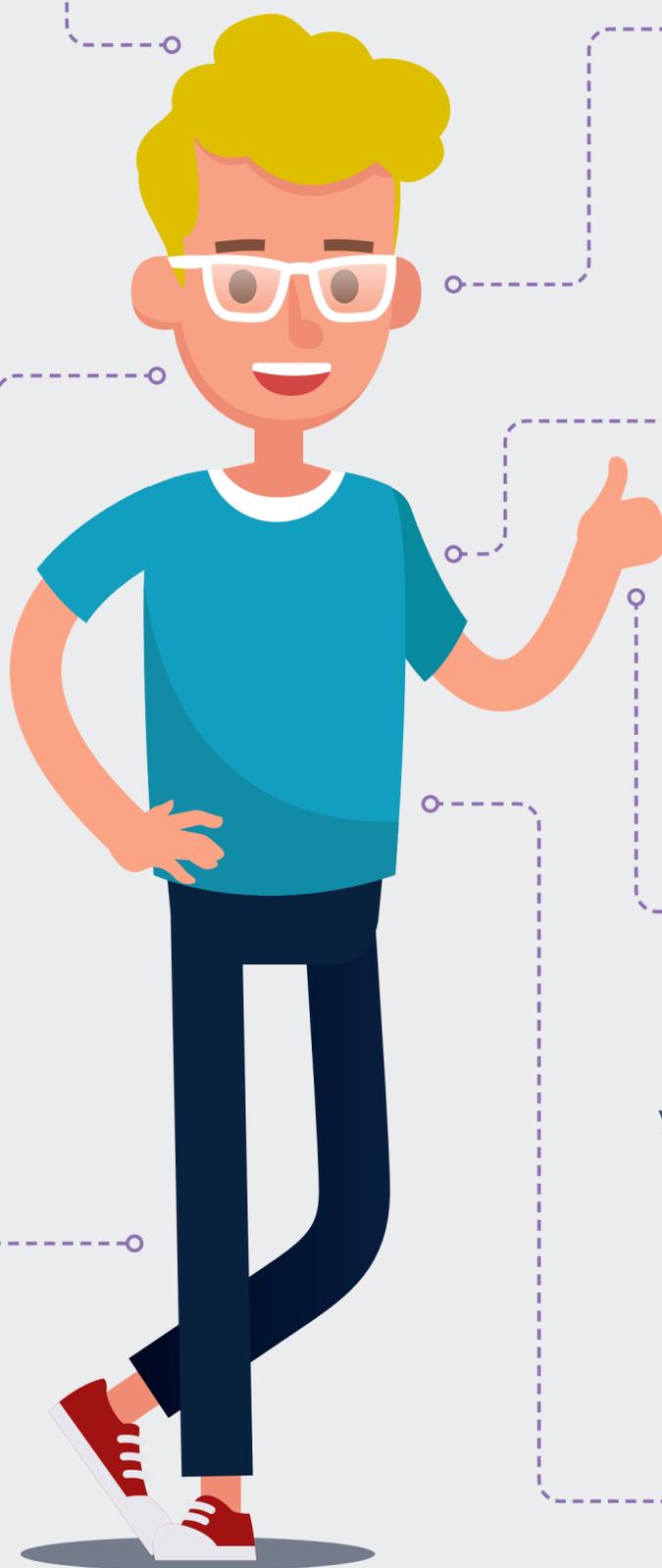
At the heart of every campaign is your asset - make sure it's as good as it can be!

THE HANDS: ORGANIC SOCIAL

Reach on organic social isn't great, but it's where your warmest audience is. Sharing your campaigns on organic social is what allows people to get involved and create buzz around your campaigns.

THE GUT: EMAIL MARKETING

Email promotion of your new assets is a no-brainer, right? We all know instinctively that it's important. But make sure you don't stop at promo emails - think about nurture emails as well to keep your contacts moving through the system.



To learn more about how to create effective multichannel inbound campaigns email us:

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