

For this marketing campaign or its specific activities, segment the **A. Marketing Campaign**, and **B. Marketing Audience**. This will help the business to better target potential customers using the right messages and channels, and achieve goals for this marketing campaign.

A. MARKETING CAMPAIGN AND ACTIVITY

Definitions

- Owner – *who is responsible for delivering the marketing campaign or section?*
- Theme – *what is the central marketing idea r concept?*
- Content type/ Collateral – *what materials will be created for the marketing campaign or section e.g. blogs, brochures, website?*
- Call to action – *what do you want the marketing audience to do e.g. view more products online?*
- Output – *the special and specific products, services or Key Performance Indicator (KPI) this marketing campaign or activities will deliver e.g. advertising, website, article etc.?*
- Outcome – *the specific change to the business or customers, which this campaign will achieve e.g. more customers purchase products online as measured through a 25% increase in online sales?*

| Marketing Campaign/ Activity | Owner | Audience | Segments | Sub-segments | Channels | Theme | Sub-theme | Key messages | Content/ Collateral | Call to action | Output | Outcome |
|------------------------------|-------|----------|----------|--------------|----------|-------|-----------|--------------|---------------------|----------------|--------|---------|
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B. MARKETING AUDIENCE – *this can be found in section 7 of the Marketing Plan (See Marketing Resources).* **DON'T FORGET TO DISCARD THE GUIDANCE IN RED**

Marketing Audience Insights: *(Who are the audience for this marketing campaign? How will they be segmented by e.g. demographics, behaviours, or attitudes? What are their emotional needs e.g. I'm worried I can't afford the product? What are their functional needs e.g. the product is cheap?)*

| Audience Segment | Sub-segment | Functional Needs | Emotional Needs |
|------------------|-------------|------------------|-----------------|
| 1. | • | | |
| 2. | • | | |
| 3. | • | | |
| 4. | • | | |
| 5. | • | | |
| 6. | • | | |

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Marketing Audience Insights: *(Who are the audience for this marketing activity? How does the audience 'think, feel, do, and say?')*

| Segment / Sub-segment | Think | Feel | Do | Say |
|-----------------------|-------|------|----|-----|
| 1. | • | • | • | • |
| 2. | • | • | • | • |
| 3. | • | • | • | • |
| 4. | • | • | • | • |
| 5. | • | • | • | • |
| 6. | • | • | • | • |

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