

ROADMAP

Annual Marketing Campaigns

WELCOME

AGENDA

AM Workshop | 9:00 am -12:00 pm

Campaign elements

Mapping resources

Work

Troubleshooting

Content planning

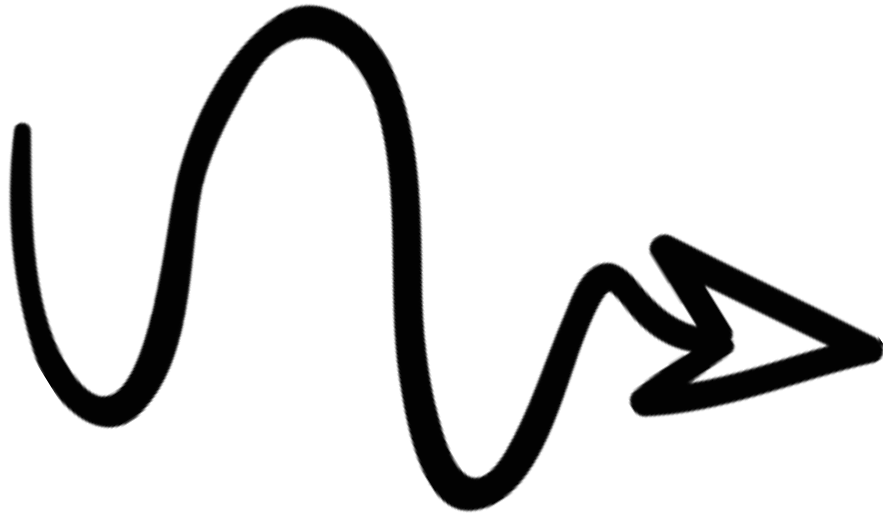
Follow up strategies



A campaign is...

A campaign is a series of coordinated steps designed to promote specific activities.

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Awareness

Cultivation

Engagement

Stewardship

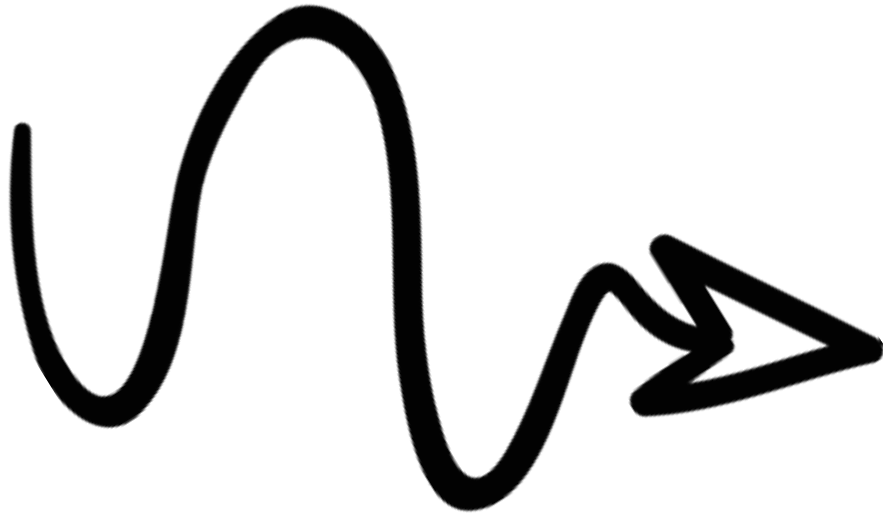
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CAMPAIGN CYCLES

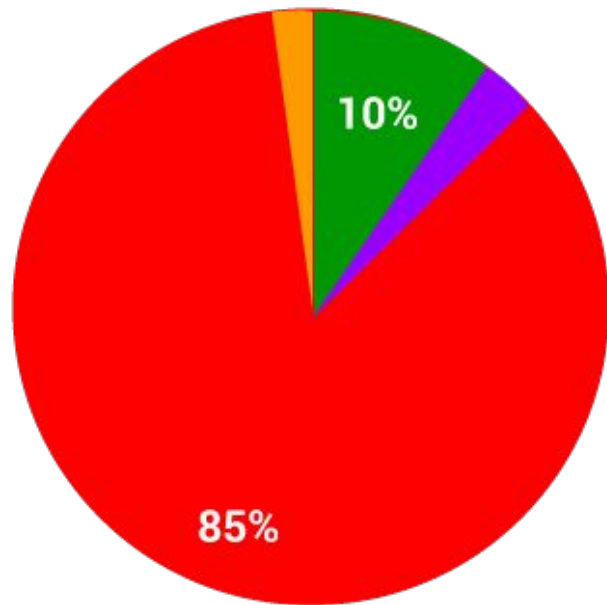


Awareness

Cultivation

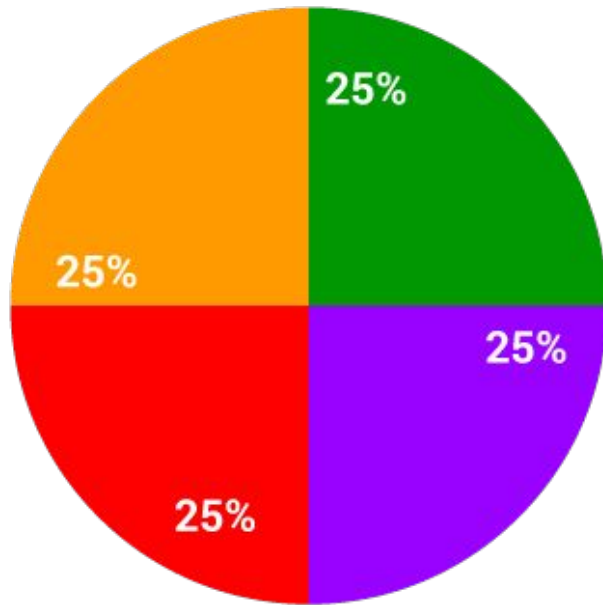
Engagement

Stewardship



- Awareness
- Cultivation
- Engagement
- Stewardship

CAMPAIGN PLANNING FOCUS



- Awareness
- Cultivation
- Engagement
- Stewardship

CAMPAIGN PLANNING FOCUS

AWARENESS

Intentional outreach to inform your audiences about your campaign and its goals.

- Organize audiences
- Showcase campaign offers
- Lay out the timeline
- Set the tone



CULTIVATION

Focus on connecting dots between your audience, their lives, and campaign initiatives.

- Make a personal connection
- Establish regular communication
- Prime audiences for engagement



ENGAGEMENT

Drive your audiences to take the most important action in your campaign.

- Convert audiences
- Meet campaign goals



STEWARDSHIP

Focus on recognition, retention and reporting.

- Recognize audience participation
- Keep communication lines open
- Build trust
- Establish lifelong relationship



CAMPAIGN ELEMENTS

CAMPAIGN ELEMENTS

Audience

Channel

Message

Offer

Engagement

KPI



AUDIENCE

— — —

Get a grip on user personas and priority segments

- Primary audience
- Secondary audience
- Meaningful segmentations

CHANNEL

— — —

User personas should inform channel selection

- Off the grid
- Wallflowers
- Engaged
- Super fans

MESSAGE

— — —

Look for opportunities to personalize messages for priority segments

- Be clear
- Be friendly
- Be inclusive

OFFER

— — —

What is the benefit to the user?

- Information
- Entertainment
- Access
- Solutions

ENGAGEMENT

— — —

What is the conversion point?

- Deposit
- Donation
- Attendance
- Graduation

KPI

— — —

How are you tracking conversions?

- Money in the bank
- Butts in seats
- Diplomas printed

BREAK

SWIM LANES

— — —

Fill the left hand column with 5-10 campaigns

CAMPAIGN SKETCH

— — —

Use the sketch paper to outline campaign elements for one campaign.

Audience

Channel

Message

Offer

Engagement

KPI

TROUBLESHOOTING

CONTENT PLANNING

Campaign phases

Campaign phases and messaging frameworks

Awareness Phase

Digital offers and engagement packages built to raise awareness about Cornell, build up online communities, and set the tone for the year.

Engagement Phase

Primary focus on driving online communities to act by converting off-the-grid and wallflower personas to the most engaged audience, moving them through the digital pipeline.

Cultivation Phase

Overarching focus on cultivating online communities and connecting dots between community content and digital campaign initiatives.

Stewardship

Primary focus on recognition, retention and reporting.

Jul

Aug

Sept

Oct

Nov

Dec

Jan

Feb

Mar

Apr

May

Jun

AWARENESS

Intentional outreach to inform your audiences about your campaign and its goals.

- Join online communities
- Save the date messaging
- Explore offers
- Introduce campaign message points







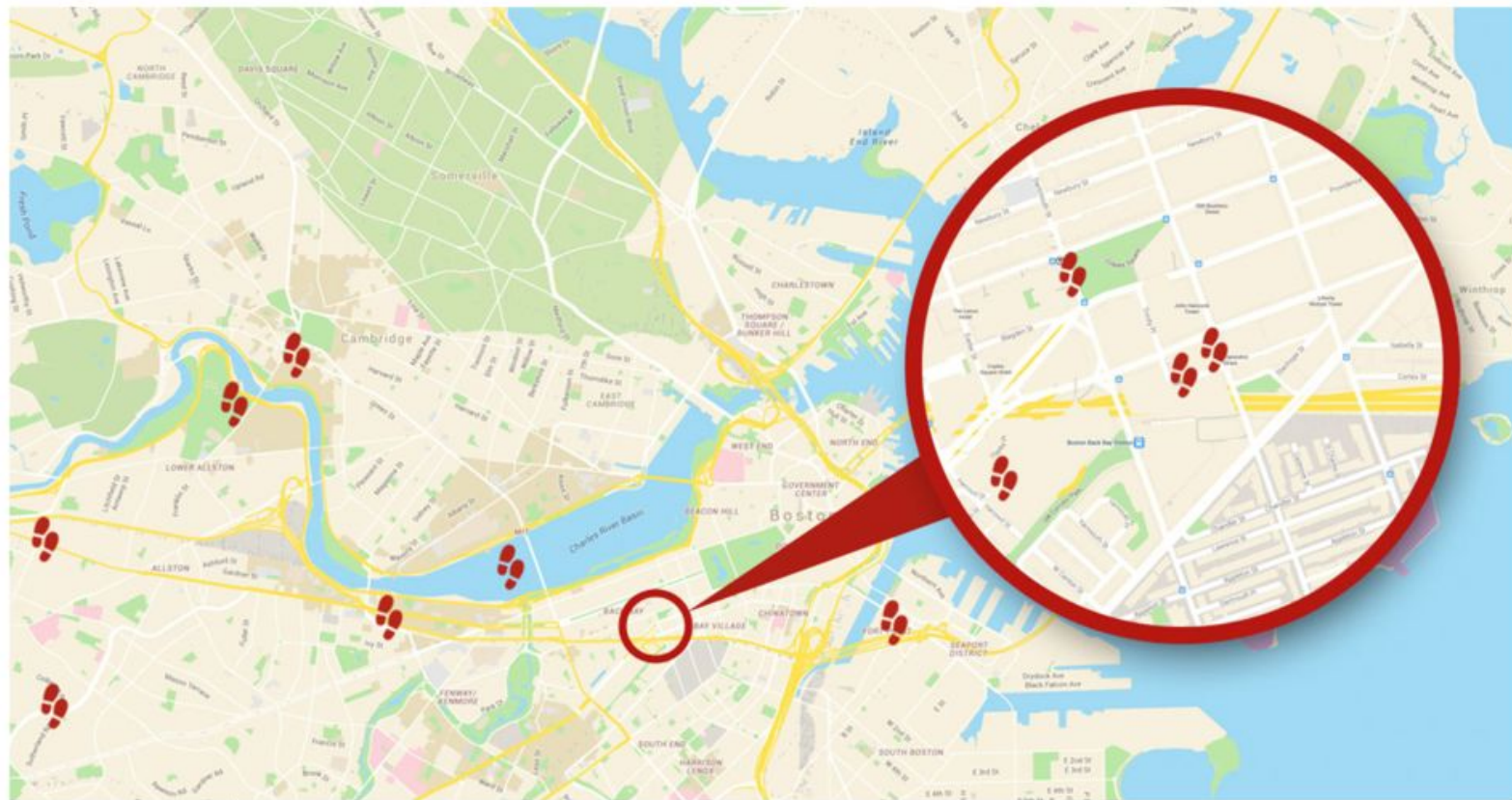
CULTIVATION

Focus on connecting dots between your audience, their lives, and campaign initiatives.

- Increase storytelling
- Provide resources
- Introduce personal touches
- Emphasize “why” in campaign message points



Cornell University's Sesquicentennial bash in Boston happens on January 17. As we celebrate our first 150 years, let's count the ways Cornellians have contributed to the Greater Boston area.



 *Hover over the map to reveal further information about Cornell's presence in Boston.*

ENGAGEMENT

Drive your audiences to take the most important action in your campaign.

- Clear calls to action
- Target channel preferences
- Answer questions
 - Why, Why now, How
- Emphasize outcomes





Home

About

Events

150

Timelines

Gallery

Participate

Regional Celebrations

Charter Day Weekend

A Sesquicentennial Celebration

On April 27, 2015, Cornell officially turned 150 years old. We rolled out the Big Red carpet in 2014–2015 to make sure Cornellians everywhere could take part in this once-in-a-lifetime Sesquicentennial celebration. Online, in your community, in Ithaca, or wherever the Big Red spirit moved you, the Sesquicentennial was a time to make lots of noise and show your Cornell colors to the world.

all year long

A Sesquicentennial celebration of the first truly American university.

STEWARDSHIP

Focus on recognition, retention and reporting.

- Thank you messaging
- Report back on actions taken
- Demonstrate change over time
- Showcase what comes next



Survey says you showed your colors.

"My baby wears a Cornell sweatshirt."



"I have a Cornell tattoo."



FOLLOW UP STRATEGIES

COORDINATE

— — —

Speak with stakeholders and note:

- Major events
- Workflows
- What success looks like
- Challenges
- Anything else

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