



L'ARCHE[®]
USA

Campaign Design

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Agenda

- Intro
- What is a Campaign?
- Campaign best practices and design principles
- Q & A
- Mock Campaign Design
- Collateral dev

What is a campaign?

- A structured series of messages dripped out over time
- Has an identified beginning and end
- Has a specific audience
- Is intended to achieve one or more goals
- Delivers messages through the most effective channels

Some advantages to this approach



Align communications to calendar milestones



Tailor messages to unique audience segments



Provide byte-sized content that is easily digestible



Reach audience with ongoing communications delivered via touchpoints they are used to in their personal lives



Learn and optimize your approach using real-time data

Start with your goal

- What is your campaign trying to achieve?
- How will you measure success?
- Goals determine design

Here are some examples of goals:



Educational: “Learn about L’Arche!”



Behavioral: “Donate to L’Arche”



Inspirational/Aspirational: “We value diversity and inclusion.”

How long should your campaign be?

- Dependent on the goal(s) and subject matter
- Consider the audience's perspective:
 - What's important to them and when?
“Just-in-time” communications
 - The entire communications ecosystem
 - Calendar considerations (holidays, Giving Tuesday)
 - How are you going to reach them?
 - Make sure to leave time for priming & reinforcement

Establishing the right cadence

Frequency depends on:



What is most useful & least intrusive



Other communications



Length of campaign



Desired outcome(s)



Means of communication

More things to think about when it comes to cadence:

- Other considerations:
 - Day of week
 - Time of day
 - Seasonality/holidays
 - Reinforcement
 - A regular cadence is key – pick and go!

Additional Considerations

- Audience subgroups affect channels/tone/goals (think from their perspective)
- Is there a preferential or predetermined order to the actions or information?
- BE LEAN
- Leverage subject lines for email (click bait)
- Short and sweet (simplicity is one of our marketing principles)

Additional Additional Considerations

- Multi-channel approach lets you reach a wider audience
- Branding/themes – consistency is key
- Introductory message/content sets up campaigns
- What worked well in the past? Or didn't? But use very campaign to gather data on effectiveness
- Consider how other stakeholders might be affected/need to be involved

Q&A: Prince wants to hear your questions

