

Robin Heppell's Marketing Worksheets

Marketing Campaign Brainstorm Worksheet

Overall goal: Grow loyalty & reputation	Messaging (Media > Market > Message) <ul style="list-style-type: none"> • Convenience • Part of our Hospice outreach • Resource for Hospice and families • In the event of death • Interview hospice for what would be helpful for them & patient families • Possible simple opt-in form • Create cards, stickers, brochures, QR codes
Specific goal: Get more calls from hospice	
Target market: Hospice care workers & patient NOK	
Date range: on going	
Who's responsible: Rob	
Who's involved: Rob & Sarah	
Budget: < \$500	

Possible channels (media): Website - (hidden landing page)
How will you track: Google Analytics, tracking phone number
UTM: Source: Medium: Campaign: Create QR <input type="checkbox"/>
Define / measure success: Check monthly traffic to pages, check back with Hospice(s)
Authority & proof: Include online reviews (if possible, from a hospice patient family)
Notes:

Process: <div style="display: flex; flex-wrap: wrap; justify-content: space-around;"> <div style="border: 1px solid black; border-radius: 15px; padding: 5px; width: 30%;">Call Hospice Workers</div> <div style="border: 1px solid black; border-radius: 15px; padding: 5px; width: 30%;">Create landing page</div> <div style="border: 1px solid black; border-radius: 15px; padding: 5px; width: 30%;">Create short link & QR code</div> <div style="border: 1px solid black; border-radius: 15px; padding: 5px; width: 30%;">Create brochure</div> <div style="border: 1px solid black; border-radius: 15px; padding: 5px; width: 30%;">Distribute brochures</div> <div style="border: 1px solid black; border-radius: 15px; padding: 5px; width: 30%;"></div> </div>	Checklist: <ul style="list-style-type: none"> <input type="checkbox"/> Who is the target market? <input type="checkbox"/> Where is this market? <input type="checkbox"/> The person is receiving a 1 on 1 message <input type="checkbox"/> Use Authority & Proof <input type="checkbox"/> Make the Call To Action (CTA) simple & obvious <input type="checkbox"/> How will this campaign be measured? <input type="checkbox"/> Test the campaign (stop if not producing results)
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What did we learn from this campaign

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Overall goal: Sell burial plots	Messaging (Media > Market > Message) <ul style="list-style-type: none"> • Write ad as a 1 to 1 <ul style="list-style-type: none"> ◦ NOT "we have hundreds of plots available" • Write 1 ad for 1 single plot • Write 1 ad for pair of plots • Abide by posting guidelines • Use "personal - looking" email address • Use cell or personal number that you personally answer 																								
Specific goal: Increase plot sales																									
Target market: People looking online for plots																									
Date range: 4 months, then re-assess																									
Who's responsible: Rob																									
Who's involved: Rob, Sarah																									
Budget: < \$1000																									
Possible channels (media): Facebook marketplace, Craigslist, Online classifieds																									
How will you track: # of inbound calls, call tracking number																									
UTM: Source: N/A Medium: Campaign: Create QR <input type="checkbox"/>																									
Define / measure success: Ask "how did you hear about us"																									
Authority & proof: Leverage cemetery name in Ad																									
Notes:																									
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Overall goal: Get more calls / increase market share Specific goal: Get at-need online cremation calls Target market: People searching: lowcost cremation Date range: 4 months Who's responsible: Rob Who's involved: Rob, Sarah Budget: \$2,500 / month	Messaging (Media > Market > Message) <ul style="list-style-type: none"> • Write ad as a 1 to 1 • Have price in ad • State "Convenience" of online arrangements • Use Ad extensions: <ul style="list-style-type: none"> ○ Sitelinks ○ Callouts ○ Call ○ Price ○ Structured snippets
Possible channels (media): Google Ads Search, then Microsoft Advertising	
How will you track: Google Ads conversations, Google Analytics, Call tracking	
UTM: Source: google Medium: ppc_search Campaign: cremation_costs Create QR <input type="checkbox"/>	
Define / measure success: ROAS: <15%	
Authority & proof: Online reviews on landing page	
Notes: 	
Process: (assuming Google Ads is setup already)	Checklist:
<div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid black; border-radius: 15px; padding: 5px; text-align: center;">Create ad</div> <div style="border: 1px solid black; border-radius: 15px; padding: 5px; text-align: center;">Set up tracking</div> <div style="border: 1px solid black; border-radius: 15px; padding: 5px; text-align: center;">Monitor success</div> </div> <div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid black; border-radius: 15px; width: 60px; height: 60px;"></div> <div style="border: 1px solid black; border-radius: 15px; width: 60px; height: 60px;"></div> <div style="border: 1px solid black; border-radius: 15px; width: 60px; height: 60px;"></div> </div>	<ul style="list-style-type: none"> <input type="checkbox"/> Who is the target market? <input type="checkbox"/> Where is this market? <input type="checkbox"/> The person is receiving a 1 on 1 message <input type="checkbox"/> Use Authority & Proof <input type="checkbox"/> Make the Call To Action (CTA) simple & obvious <input type="checkbox"/> How will this campaign be measured? <input type="checkbox"/> Test the campaign (stop if not producing results)
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