



# PyroMarketing

## Campaign Planning Questions

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Before writing your next marketing plan or launching your next campaign, take some time to seriously ponder the questions on these pages. Put yourself in the consumer's shoes and answer each one honestly. Then ask other people outside your organization to do the same. Then consider the consumer's actual behaviors and look for brand-relevant points of contact for engaging them in a relationship—not just announcing your message. Spread the fire. GS

### What is your purpose?

- What is this effort expected to accomplish?

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- How will you measure success?

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### What action do you want people to take?

- Why would anyone do it?

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## Campaign Planning Questions

- What are their incentives for taking your action?

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- What is the most common reason people give for not taking the desired action?

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### Who is likely to take that action?

- What emotions define them?

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- What circumstances define them?

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## Campaign Planning Questions

- What behaviors define them?

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- What else do they do?

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- Where do they gather?

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### Who is MOST likely to take that action?

- What emotions define them?

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## Campaign Planning Questions

- What circumstances define them?

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- What behaviors define them?

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- What else do they do?

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- Where do they gather?

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## Campaign Planning Questions

### What is the customer's journey?

- What are the touch points at each stage of that journey?

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- What channels can be used to address the touch points at each stage?

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- What messages are most relevant at each stage?

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### Every step is a value proposition

- What is that process like for a person?

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## Campaign Planning Questions

- Describe it from the customer's point-of-view

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- Map every step in the process

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- What is the consumer's ROI on each step? Is the benefit worth the effort/expense?

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- Which steps aren't worth it? (Quick test: would you do it?)

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## Campaign Planning Questions

### Touch them with the match

- What do people experience when using your stuff?

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- How can you give this experience to prospects?

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- What opportunities does each touch point provide for the consumer to engage with or reply to the brand?

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### Fan the flames

- How can you equip customers to share your experience with other people?

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## Campaign Planning Questions

- How can you equip customers to share your message with other people?

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- How can you connect your customers to each other?

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- What does almost everyone know about your brand?

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- What does almost no one know about your brand?

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## Campaign Planning Questions

- How can you leverage the knowledge gap to create curiosity?

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### Save the coals

- Why would the customer consider building a relationship with your brand?

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- For what reasons would the customer want you to contact them in the future?

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- How can you collect consumer information at each touch point?

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## Campaign Planning Questions

- What information should you/can you collect?

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- What information identifies your best customers?

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