

2-DAY TARGETED CAMPAIGN BUILDING WORKSHOP

Keeping your marketing efforts on point and on budget can be an incredibly challenging task in the real world. With our tailored targeted campaign workshop, we'll come on-site to help walk you through the process of identifying the market you're targeting and the guidance you'll need to build an in-depth campaign that works for you.

WHO IT HELPS

- Business owners and management teams wanting help to collaborate a marketing direction
- Marketing teams to organize marketing efforts and be able to apply principles to build future campaigns
- Businesses with little marketing in place to help get them going in an organized, concise manner
- Management wanting to learn how to identify growth opportunities and segment customers

GOALS

- Implement a clear schedule where every action has a purpose
- Gain confidence to self-reliantly create future campaigns
- Ability to apply campaign strategy throughout business
- Switch from reactive marketing to proactive marketing
- Measurable growth

COST

\$2,500 USD + Expenses

BOOK YOUR WORKSHOP

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WHAT YOU GET

Telephone or Video Conference Intro

Before the workshop we'll go over some details about your business, goals of the workshop, and some details you'll need to gather before your workshop.

Day 1

- Current snapshot of business, current marketing efforts, and strengths/weaknesses
- Identify goals of business development and revenue streams for the next 5 years
- Choose a focus area to build a 6-12 month campaign around and identify 5 goals to accomplish
- Identify any pain points/problems within focus area and how you can offer a solution to those
- Identify targeted audience and where they get their information, as well as both direct and in direct competition and what they are doing
- Segment customers into different groups

Day 2

- Decide what message and theme you'll be delivering for your campaign
- Based on the message, we'll then be figuring out what types of content will be needed and in what mediums you'll be delivering it in within a budget
- Discuss how to measure the analytics to gage the effectiveness of campaign elements
- Spend the remainder of the day building out the framework of your plan. This will be where you decide what the deadlines are, which staff you'll involve, and who needs to provide certain elements by when

After the Workshop

You'll receive an outline of what we covered during the workshop so you can keep focused on the goals.

Three Month Check-in: Go over how implementation is going, current analytics, and questions.

Campaign Completion Check-in: Go over the entire campaign to see growth, what worked/what didn't, and possible adjustments for the next campaign.

WHY US?

We have years of experience developing successful, targeted campaigns for various markets, products, and services. Your campaign is only as good as its results. With an emphasis on what your message is and how to deliver it, we'll delve deep into the specifics and how that'll resonate with your targeted base. Skip the jargon and endless acronyms, and get someone who speaks your language.