

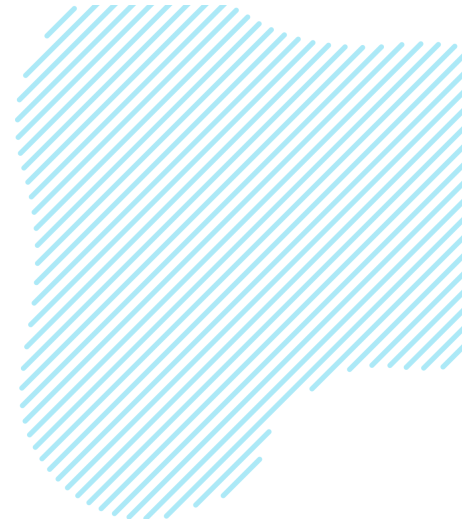
Digital Marketing Campaigns

Getting Marketing Results from Campaigns in the Age of AI



What You Get Today

- Digital campaign structure, brand exposure and sales.
- Messaging that moves people to action.
- AI to supercharge digital campaigns.
- Select the right digital channel at the right time.
- A framework for tracking campaign success.



What is a Digital Marketing Campaign?

Focused **messages** about key **pain or gain points**, using paid and organic content across a variety of digital channels.

Why Marketing Campaigns Fail

- Weak or confusing gain and pain points.
- Too broad a target audience.
- Website landing pages do not match user intent.
- Did not give the campaign enough time to succeed.
- Budget was not set properly.

The G.A.I.N. Campaign Model

Gain or Pain - the campaign theme.

Audience - the targeted personas.

Identify Your Channel - where are they?

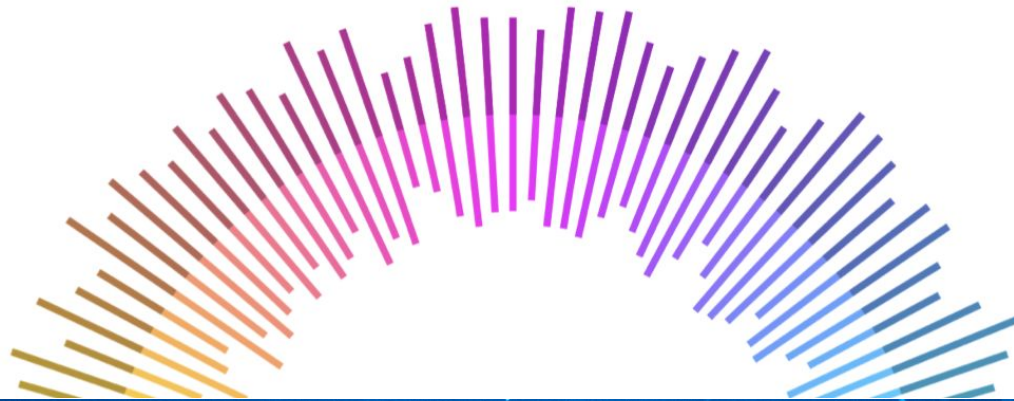
Needs and Wants - the content and CTAs

Gain or Pain

People act when motivated!

Gain and Pain Points

What are the top three reasons people buy from your company?



Your Clear Benefits

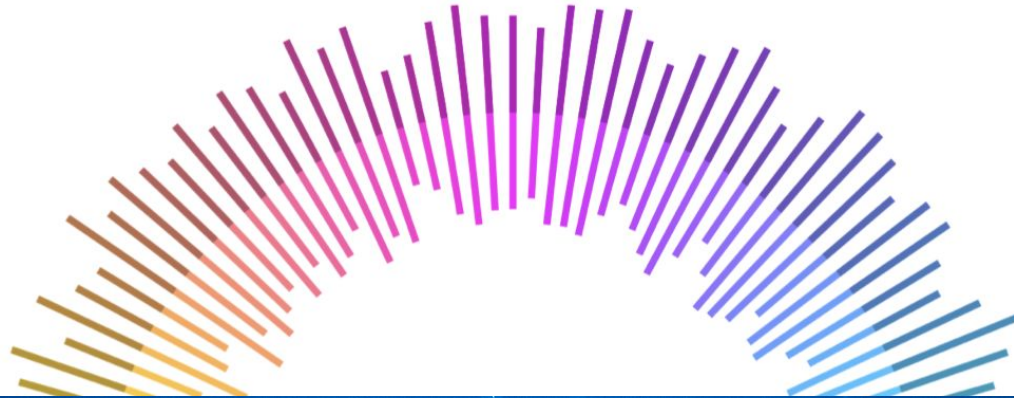
- What promise of gain are you making?
- What pain or fear are you removing?
- Know how your services or products add value.
- This value is your campaign theme.

Audience

Who wants it and who is in need?

Targeting = Growth

Who is most likely to buy your products and services and when will they shop?



Define Your Personas

- Demographics
- Geographics
- Psychographics
- The Pain and Gain Points
- The Channel and the Message

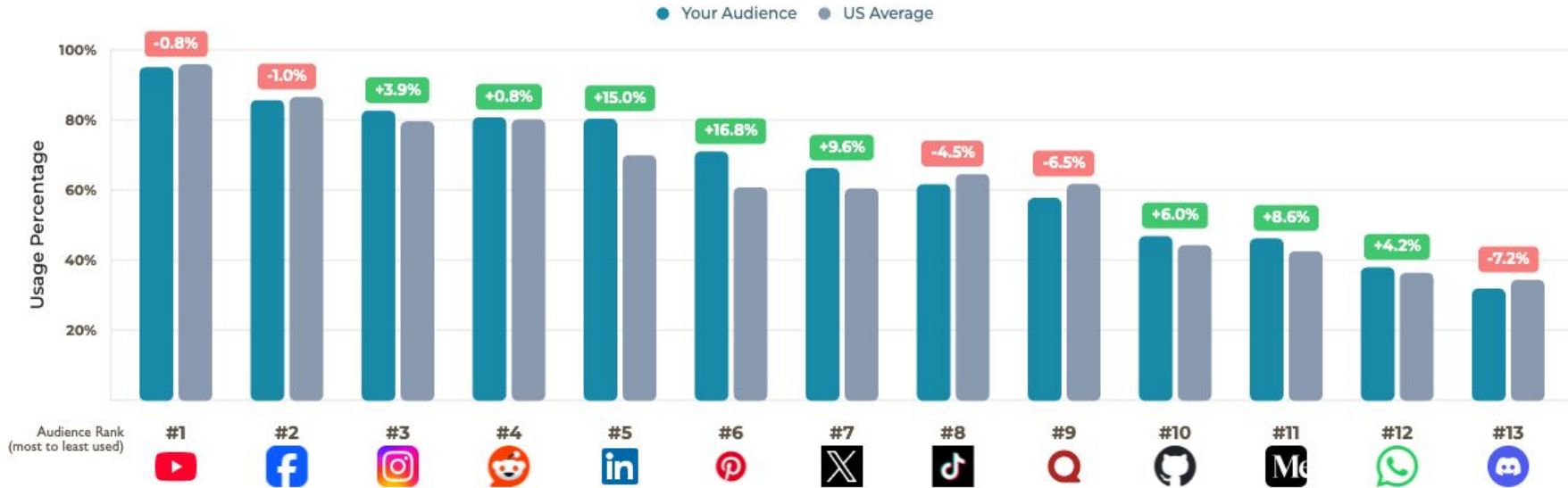
Find the Best Personas

- Talk to your sales team.
- Use AI tools like ChatGPT.
- Clone your best customers - those you want more of.
- Interview current customers.
- Don't guess!

Where do you find your personas?

Use of social networks by
Florida-based luxury architects and design professionals

Chart Customizations ▾



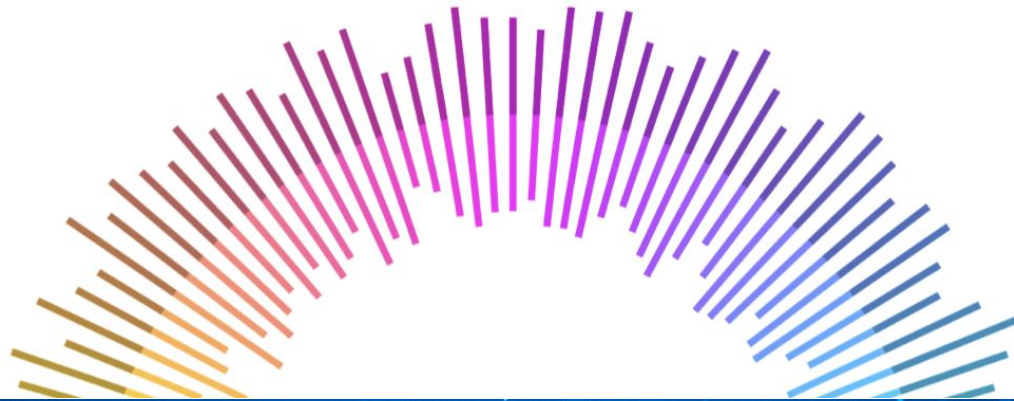
Identify Your Channels

Uncover the anonymous
researcher.



Where do you find your personas?

**Google, Websites, Social Media, AI Tools
and Email Marketing are the Winners**



Campaign Channels

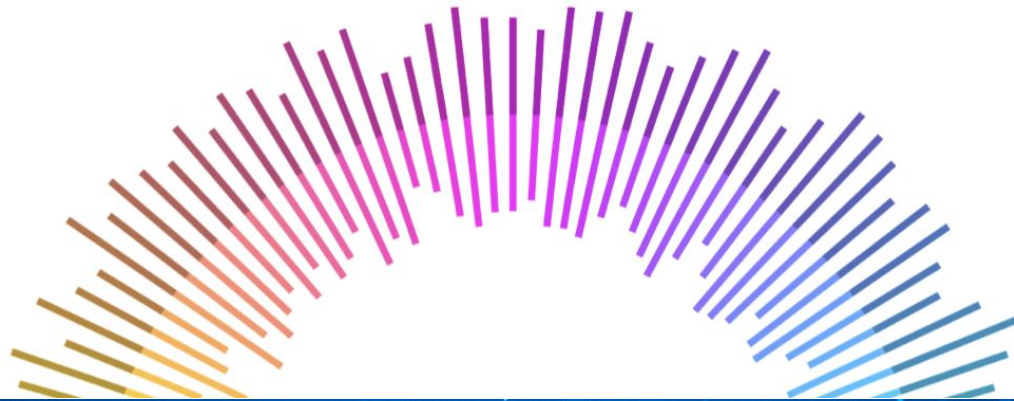
- Google - Ads and Organic
- Social Media - Video, Ads and Organic
- Email Marketing
- AI Search Queries - Paid coming soon
- Industry and other resource websites.

Needs and Wants in the Funnel

Call-to-Actions (CTAs)

Give People What They Need & Want

Your CTAs move people to action to decrease pain and get value.



Examples of Mid-Funnel CTAs

- AI-Powered Website Chatbots
- Email Newsletters Subscribers
- Webinars, Content Downloads and eBooks
- Online Tools and Calculators
- Demos and Free Trials
- Offline Events, Seminars, Conferences and Meetings

Bottom Funnel CTA

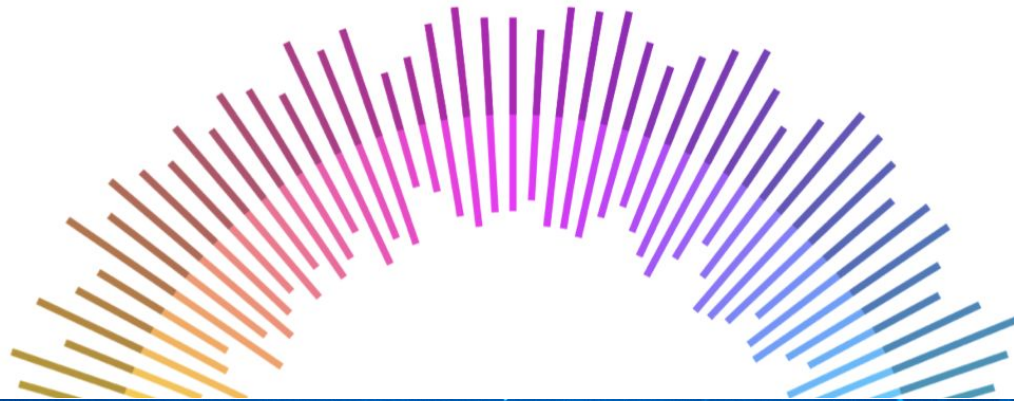
- Speak to an Expert
- Get an Assessment or Audit
- Book a meeting with our meeting tool.
- Phone numbers, emails and submission forms.
- Get a demo with an expert.

Campaign Messaging

Guidelines to move people to action.

The Secret to Campaign Wins

**Messaging is your promise for
gain remove their pain.**



Messaging that Motivates

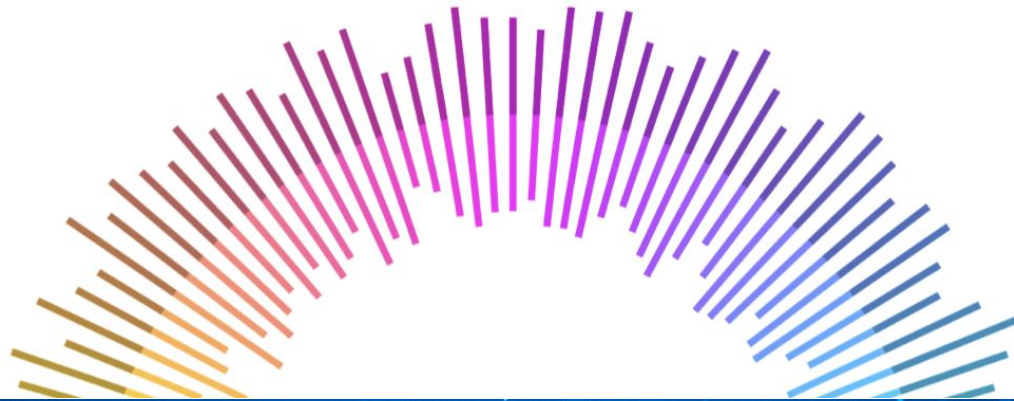
- Your campaign taglines.
- “You” versus “We”
- Benefits versus features, drive the gain and pain.
- Images and graphics tell a story.
- The target customer is the hero you are the guide!

Campaign Assets

How people see your campaigns.

Build Your Assets and Build a Team

Getting all the pieces in place is critical to the campaign success.



Campaign Assets

- Campaign content and graphics.
- Account set-up in LinkedIn and Google Ads.
- Blogs and resources content.
- Social posts and calendar.
- Website landing pages.
- Mid-Funnel Assets

Website Landing Pages

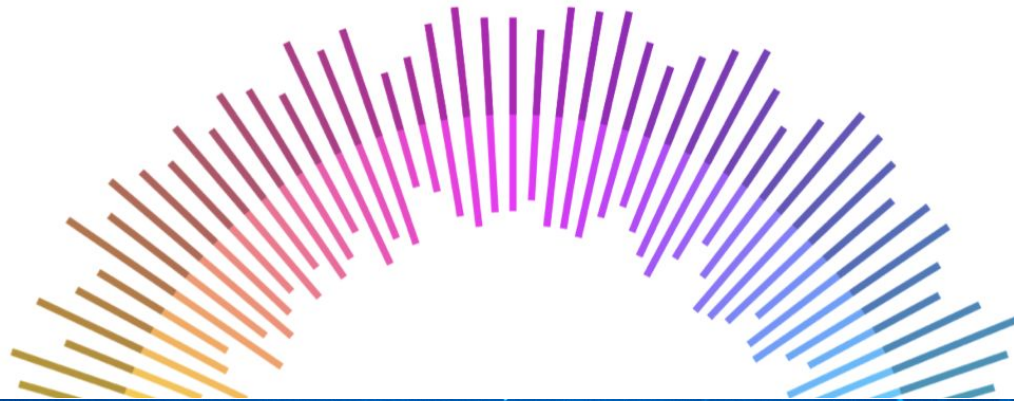
- Match content and CTAs to user intent.
- Start with a clear and direct tagline.
- Keep submission forms simple and visible.
- Use various contact methods.
- Clear benefits and risk statements.
- Testimonials and client logos.

Campaign Reporting

Measure results and modify for wins.

Conversions are the Goal

**Conversions and conversations
are the payoff.**



Data to Track

- Impressions - how many people see your brand.
- Clicks to website landing pages.
- Mid-Funnel Conversions
- Bottom Funnel Conversions
- Sales Opportunities and Closed Business

Expectations and Timing

- Campaigns take time.
- Start with the campaign structure and **G.A.I.N.**
- Ad spend comes ahead of lead generation.
- Campaign results will continue for some time.

Campaign Case Study

“Is Your Website Ready for AI”

Campaign Results - G.A.I.N.

- **Gain and Pain:** How does our website adapt to AI?
- **Audience:** HubSpot database and mid-level marketers
- **Identify Channels:** LinkedIn and Google Search
- **Needs & Wants:** AI Content & CTA of a free website evaluation.

Campaign Results - Data

- 43K impressions on LinkedIn over two month period.
- 402 influenced contacts, 800 website visits.
- 20 requests for a free website review.
- Three new clients on a total ad spend of \$5K.
- More to come...



**Take Campaign Action
G.A.I.N.**

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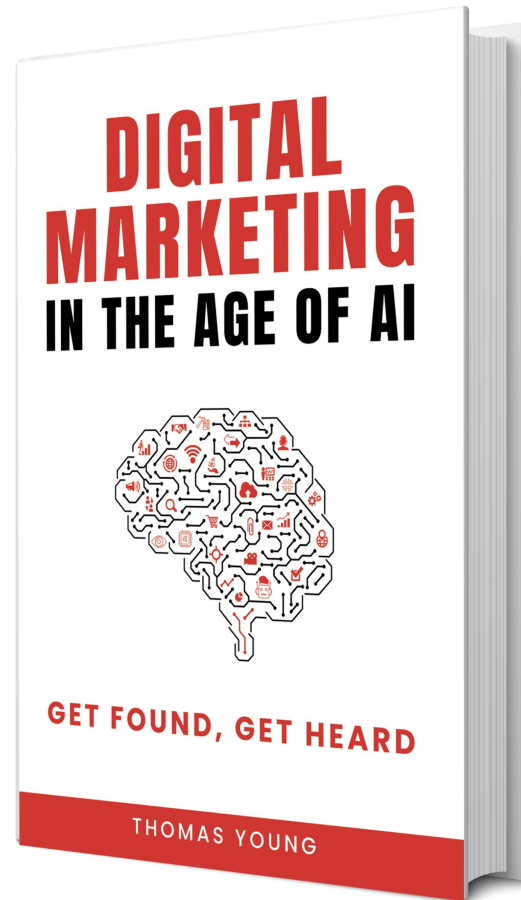
Identify Your Channel - where are they?

Needs and Wants - the content and CTAs

Get Your Campaigns Running

Where to start?

- What are the biggest gain/pain point of new customers?
- Prepare detailed personas of these prospects.
- Determine where your prospects are online.
- What CTA will motivate them to action?
- Develop your campaign assets, launch and refine.





Follow-Up Consult

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Campaign Reviews

