

Best practices for advertising campaign managers

Source: David P. Foray, director of research, Institute for Communications Strategy, University of California, Berkeley. The best practices listed in this infographic are derived from his latest research. Visit <http://www.icsstrategies.com/foray>.



Define brand message

- Communicate brand message to the audience with a clear before/after
- Benefits
- Top of value chain
- Story telling
- Add real facts



Choose right campaign management tools

- Increase productivity by creating custom marketing campaigns
- Control advertising campaign by reducing manual work and streamlining it
- Add real facts



Engage users

- Motivate brand owners by
- Providing constructive feedback
- Assigning responsibilities and authority
- Add real facts
- Add real facts



Measure campaign analytics

- Start campaign program with the help of performance marketing
- Create target users
- Conversion rates
- Add real facts

Advertising Promotion Management A Managers Guide To Theory Practice

Liyong Dong



Advertising Promotion Management A Managers Guide To Theory Practice:

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