



How to build  
an ad campaign —  
**the right way**

**KNOW**  
advertising

## How to build an ad campaign — **the right way**

▶ You've spent all this time, energy, and money developing your company, product, or service. You want to shout it out to the world: *this is great!* *And here's why!*

But you also don't want to botch that announcement. Failure to reach the right people — or any people — can be devastating.

Here, we'll take the time to walk through everything you need to know about launching an advertising campaign, from the basics to the fine details to everything you didn't know that you didn't know.

You'll need to take a look at the big picture, and then hone in on the details of creating and launching the campaign.

First, let's think about what you want your ad campaign to accomplish.

**Do you want to sell X amount of product?**

**Do you want to introduce a new product/brand?**

**Do you want to reinforce brand awareness?**

**Do you want to attract new customers at a pivotal time?**

A successful advertising campaign takes a lot of time, research, patience, and flexibility. After decades of developing smart, strategic campaigns, we've come up with the perfect roadmap to building and launching one that works.

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## ► Target Audience

First, it's time to focus on who your ideal customer is. Think about the problems your product/service can solve for them. Determine age, gender, socioeconomic status, preferences, challenges, and other things that can identify your ideal customer.

### Create your own dream customer!

Age: \_\_\_\_\_ Gender: \_\_\_\_\_ Job title/Industry: \_\_\_\_\_

Income: \_\_\_\_\_ Communication preferences: \_\_\_\_\_

What goal is this person trying to accomplish? What are challenges that person faces trying to reach those goals?

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How can I help?

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Marketing message: What can I say that'll have the biggest impact on my dream customer?

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Once you have an ideal customer you're selling to, then the real work of finding them and creating memorable assets that will resonate can begin!

## ► Market Analysis

This involves taking the time to understand who your target audience is, where they can be found, and how they respond to different messaging.

**You've already created an ideal buyer persona, now you must understand where they are, what your competitors are doing, and how you can stand out in a saturated market.**

There are plenty of different parts of a market analysis:

- **Competitive analysis** – A continuous assessment of the competitive marketplace, including which marketing messages exist, what media they're using, how it does or doesn't work, and how the brand must differentiate itself from its competition.
  - **Geographic analysis** – A review of the key interaction demographics for your brand, which provides a clearer understanding of where the brand draws from geographically and how that affects marketing communications as growth continues.
  - **Customer analysis & target exploration** – Staying on top of the behavioral patterns of existing interactions helps us better understand the incentives, promotions, language, and drivers that motivate them. This ultimately will help tailor ongoing communications and identify the media vehicles and tactics that will both resonate with current interactions and entice new ones.
  - **Assessing market share** – It's necessary to keep an eye on the larger picture and understand how the brand and marketing efforts can extend in order to pull in market share from competitors.
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## ► Your Goals

Now that you've done some prep work, let's define a measurable goal for this campaign. What is it you want to achieve?

**Increase sales by 30%?**

**Increase social media engagement by 10%?**

**Bring in \$100,000 more in revenue this quarter?**

Write down your goal here!

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## ► Budgeting

Arguably one of the most important factors of your ad campaign will be your budget. There are two types of budgets to consider within your campaign: **manpower** and **media**.

- **Manpower budgets** will pay the people who are planning, creating, and executing the campaign. You'll need to think about each person who will be working on the campaign and allocate enough in your manpower budget to pay them. That includes:
  - // The monthly retainer fee for an ad agency, should you choose to use them
  - // Payments for freelancers (photographers, models, editors, graphic designers, copywriters, web designers)
  - // Sales commissions (if applicable)
- **Media budgets** include costs for all the places your campaign will live throughout its duration. That includes:
  - // Social media ads
  - // Web ads (such as website banners, sponsored content, mobile download ads, etc.)
  - // Pay per click ads
  - // Commercials for radio and TV
  - // Production costs for video and photo shoots
  - // Print ads in newspapers, magazines, flyers
  - // Signage like billboards

**Once you've considered these factors, it's time to set your budget. One good rule of thumb is to use 12% of your revenue and/or gross income for your advertising budget.**

## ► Your Team

“Avengers, assemble!” You’ll want your A-Team on your campaign — especially if it’s the first time you’ll tackle something like this.

We’ve already discussed the team a bit in the budgeting section, but you’ll want a whole lineup of experts by your side during the campaign.

The team for a typical ad campaign includes:

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|--|--|
| 👤 Project manager  | 👤 Graphic designer                         |
| 👤 Digital strategist                                     | 👤 Digital coordinator                      |
| 👤 Account coordinator                                    | 👤 Social media coordinator                 |
| 👤 Accountant   | 👤 Creative director                        |
| 👤 Photographer   | 👤 Account director                         |
| 👤 Camera operators/crew<br>(for large commercial shoots) | 👤 Web designer                             |
| 👤 Editors (video & photography)                          | 👤 SEO specialist                           |
| 👤 Copywriter   | 👤 Sales associates for<br>media placements |

While you certainly can try juggling all these roles (or designate them all to a few key people), it’s likely that you still won’t have all the necessary skills required for each position. **A photographer won’t have the same skillset a project manager does, and a web designer can’t be expected to direct a TV commercial camera crew.**

**Expecting one person to do all the things — or a few people to take on a mixture of roles — will likely result in a subpar campaign.**

**It’s also highly recommended you do a Campaign Kickoff Meeting, where everyone who will be touching the project will gather to go over goals, expectations, inspiration, their roles, etc.**





## Let's Talk Timing

Now it's time to choose the timing of the campaign. Is it seasonal? Is it advertising a special promotion for a limited time? Timing means you'll have to plan well in advance for reserving media. Digital ads can usually be turned around quickly, but print advertising typically needs to be scheduled weeks (or months) in advance depending on the publication's print schedule.

You'll also want to add enough time for the creative assets to come together, allow time for edits, launching the campaign, time for the campaign to work its magic, and time to make adjustments as needed.

This won't happen overnight, but with careful planning and collaboration, it can be a success! A detailed timeline helps organize everything and keep everyone on track.

## Let's Get Creative

Now that you've laid the groundwork for the campaign, determined the budget, and settled on a goal, it's time to develop the creative assets!

This is where writers, designers, artists, camera operators, models, actors, editors, photographers, costume designers, SEO specialists, digital coordinators, and more all come into play to create.

There's a plethora of possibilities for creative assets, such as:

**Social media ads • Website banner ads • Radio commercials • TV commercials  
Sponsored website content (such as blogs) • Billboards • Signs (in stores, around town, on bulletin boards) • Print ads in newspapers, magazines, event programs  
Emails (eblasts) • Videos on social media • Display ads • Mobile app ads**

There are so many ways to reach your audience and creative ways to get your message out with the digital world. And, thanks to the wonders of the internet, there are myriad programs, guides, templates, inspiration boards, and more to help you nail down the perfect campaign!

Once you've entered the creative phase of your campaign, this is where everything kicks into high gear. Be sure you've padded your timeline so that revisions and tweaks to the campaign can be done without pushing the launch date back too far.

## ▶ **Digital Divide**

A word of advice on the digital front: Many mistakenly believe that social media advertising simply means “boosting” a post — throwing money behind a social media post that’s already out there and likely doing well. However, social media advertising is far more complex and nuanced than that. It means understanding complex, ever-changing algorithms, being an expert at the professional tools embedded within social platforms and staying on top of the latest and constantly evolving trends online.

## ▶ **You’ve Done It!**

Congratulations! You’ve budgeted, planned, strategized, created, and revised. Now you’re ready to launch! Send off assets to the printer, upload to social media, deploy everything.

But the work isn’t completely over.

To make sure the campaign is hitting its goals, you have to constantly monitor its performance and tweak the campaign as needed. That could mean having backup creative assets to push out if the primary ones aren’t doing well or pulling radio spots that aren’t converting and moving that money to high-performing digital ads.

Once the campaign is officially over and final data has been delivered, it’s a good idea to hold a post-mortem meeting and go over what worked and what didn’t. Then, if you decide to run another campaign, you’ve got a baseline measurement.

If this sounds overwhelming, we’re here to help.  
Contact us today to ask about our advertising  
campaign services, including The Maiden Project!

Visit us at **KnowAdvertising.com** or email us  
at **info@KnowAdvertising.com** for more information.

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