

SHEBUILDSBRANDS

# Marketing Campaign

By Kubi Springer

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# MARKETING CAMPAIGN

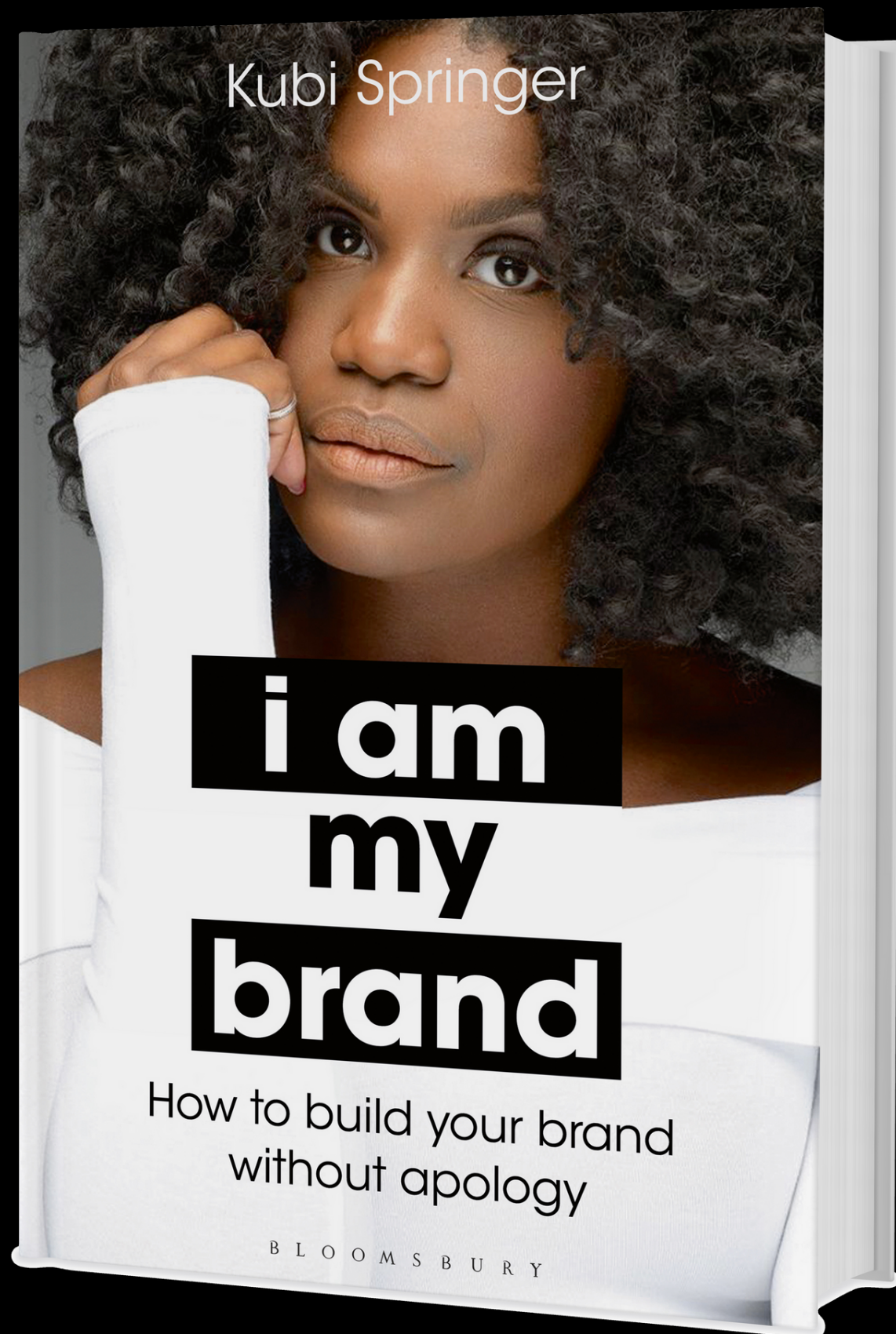


## What is a Marketing Campaign

The most successful brand marketing activities are the ones that have an intergrated approach. When you tie in both online and offline efforts, within a specific time, with clear messages, metrics and target audiences, results do happen.

# Let's Do The Work!

Channel - What channel will you use?	Mission - What is the mission or objective of that channel?	Content Style - What will be your content direction?	CTA - What call-to-actions will you put in place?	Metrics - What metrics will you use to measure success?



“**DEFINE YOUR BRAND**  
**OR THE WORLD**  
**WILL DEFINE IT FOR YOU**”

Kubi Springer - SheBuildsBrands



[admin@shebuildsbrands.com](mailto:admin@shebuildsbrands.com)



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