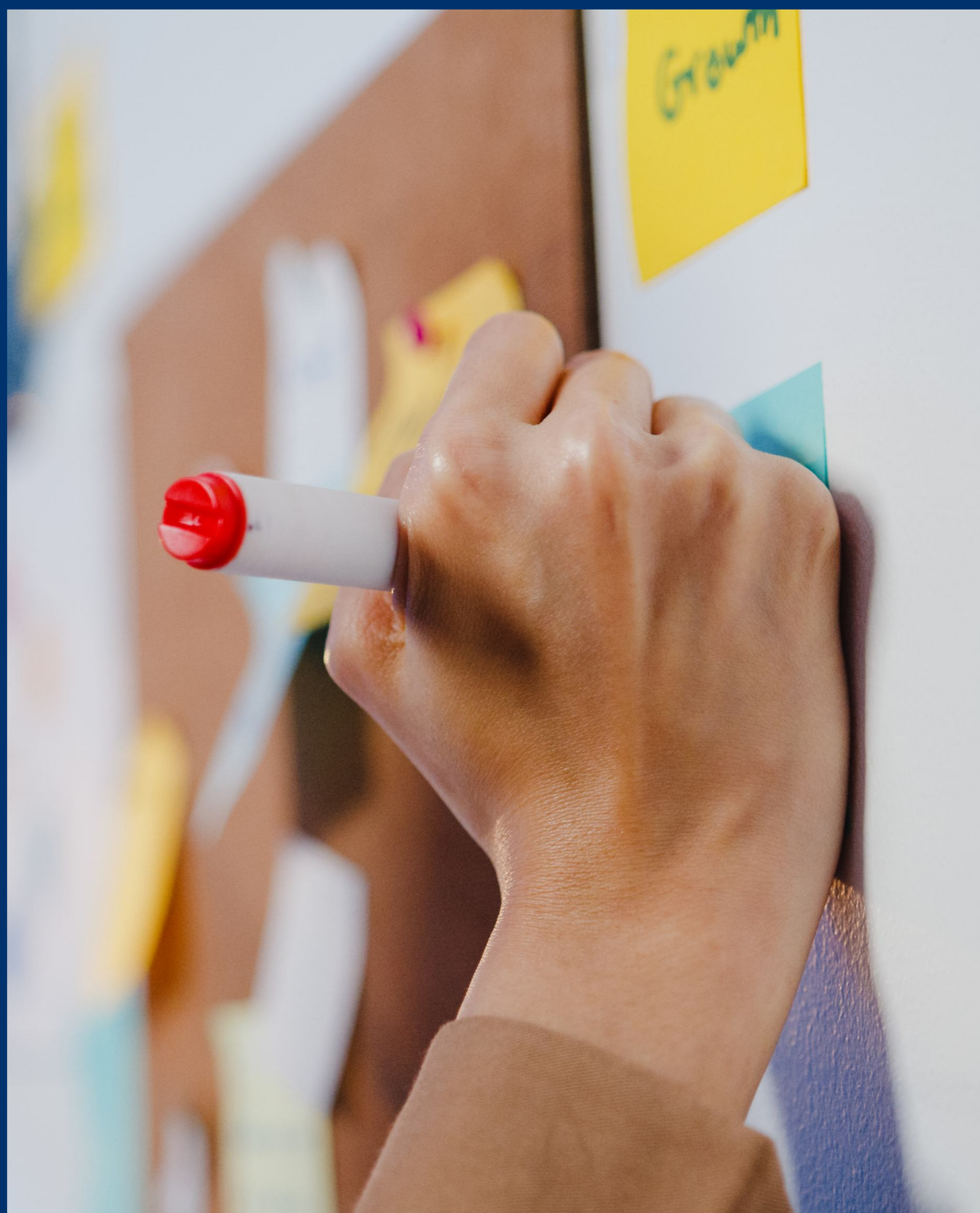


Walmart  Business

Campaign strategy guide

Take your business to the next level.

Strategize your way to success



A solid, well-thought-out strategy is the foundation for a successful campaign. Before you jump in, it's important to develop a strategy that will guide the process. Use these resources to make sure you're asking the right questions along the way:

- Campaign strategy checklist
- Campaign brief template

As you go through the checklist & brief template, remember to take your time, answer questions thoughtfully & revisit each section to make sure things are aligned. The more you put into your strategy, the more your campaign will get out of it.

Campaign strategy checklist

1. What is the purpose/theme of your campaign?

- Identify the problem(s) you are trying to solve & the reason(s) your audience should care.
- Specify what part of the funnel you are activating: awareness, acquisition, conversion or retention.
- Note any specific product/service that you're featuring.

2. Who is your audience & how does it inform your campaign?

- Be clear about your target: new customers, existing customers or prospects.
- Analyze their details & behaviors (e.g. demographics).

3. What do you want them to do?

- Have a clear & concise call to action (CTA).

4. What channels do you want to activate & why?

5. Draft an executive summary

- Using steps 1-4, write a brief paragraph or two describing your campaign.

6. What does success look like?

- Describe your goals & how you'll measure/track against them.

7. Messaging & imagery

- Prioritize inclusivity, simplicity & sharing a clear message.
- Ensure it aligns with your brand & adds value to your customers.

8. Measurement

- Regularly track against your goals & optimize when feasible/throughout your campaign.
- Do A/B testing.
- Once the campaign is over, dissect what worked well & opportunities for improvement by scheduling a postmortem.

9. Automate

- Learn from your campaign, optimize & convert it into an evergreen program when possible.
- Create multiple types of content, use them across different channels & host them in a content repository on your website—this will help drive organic site traffic.

10. Quality assurance

- You don't want to ruin a great campaign with a simple mistake: create a thorough QA checklist for all your programs & constantly review/update the list.

Tips

- Consistency is critical: develop a calendar & a small backlog of campaign ideas.
- Invest your dollars wisely & measure ROI by channel & campaign: if a program has a high cost & is underperforming, don't be afraid to pull the plug early.
- Attribution cannot be measured by the last touch only: awareness & lead generation are as relevant to your business.
- There is no such thing as failure, only lessons learned.

Campaign brief template

Executive summary

Budget

- What is the budget?
- Source of budget?

Timeline

Measurable goals

Objective:

Goal:

Business objective

What is standing in the way & what data supports this?

What data is needed, if any?

Contextual understanding of our audience

Who is the audience?

What are the desired mindset, beliefs & behaviors the campaign should create?

What external resources are needed?

What does success look like & how is it defined?

Details that make the campaign possible

What channels should be activated? (highlight or circle below)

Social | E-mail | In-Store | Local Events | Paid Media | SEO | Influencers | Local Media | Partners | Other

What are the technical requirements?

What should be measured/tracked?

What is the key messaging/action per channel?

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