

# 5 Things To Keep In Mind When Planning Your Online Marketing Campaign

**Online marketing** is an valuable tool when it comes to promoting your company's service or product. It has made marketing to the masses so much more effective, with increased consumer reach and the ability to cultivate a more personal relationship with potential customers - at a far lower cost compared to conventional mass marketing methods in the past.

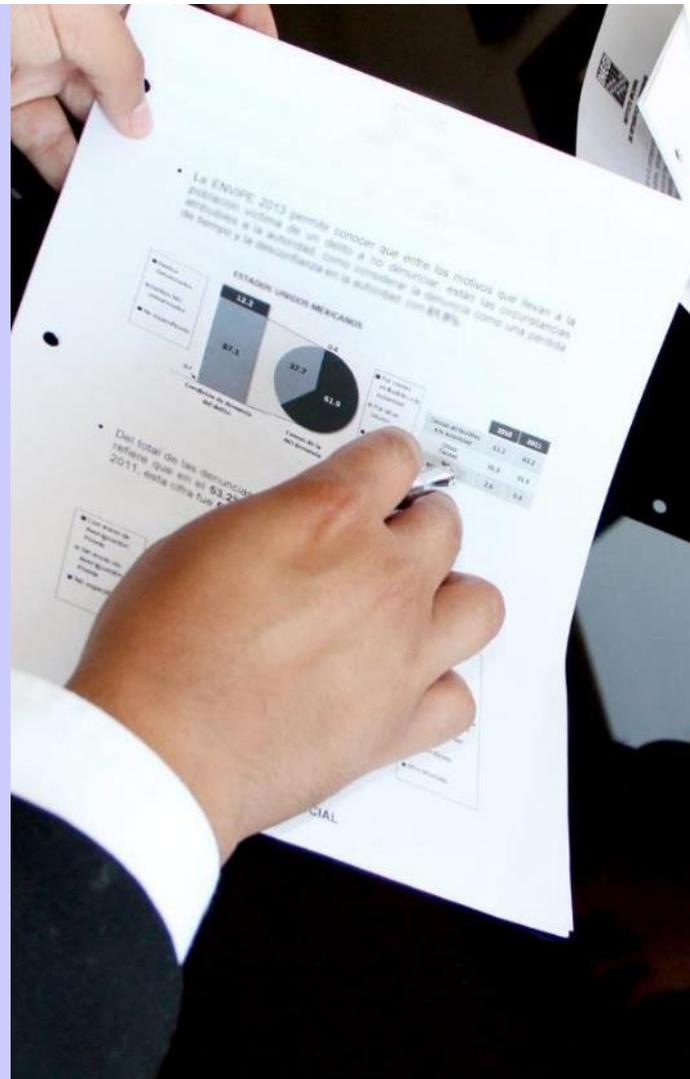
In order to get the most from an online marketing campaign, it is important to make sure that you are doing things correctly. These five things will help keep you on the right track, as you begin planning your online marketing campaign tactics for your company's services or product.

## #1 What Are You Trying to Do?

You need to understand what you are trying to accomplish through your Internet marketing before you start your online campaign. You need to think about your goals: are you trying to increase traffic to your website, increase sales, or simply increase awareness? Your answer to this question will directly influence the kinds of tactics that you can use in your campaign.

## #2 What Are You Trying to Say?

It is crucial to have an understanding of exactly what you are trying to say to potential consumers and clients through your marketing. Think about what you need people to know after reading your marketing copy. Is it the quality of your business, or the success that your





business can bring? Or is it the fact that they save money with your company, or the unique selling proposition that your product offers? Whatever your goal may be, your message should be clear and concise.

### **#3 Who Are You Talking To?**

You need to be able to define your audience for your product. Think about your target, their characteristics, and their personality. This will help you to tailor your message to their wants and needs.

### **#4 What Mediums are Used by Your Target?**

You need know the different mediums that your target responds to the most. For example, emails may appeal more to the older working professionals, whereas the young generation may be more inclined towards social media.

## #5 What Is Your Budget?

In view of all that is discussed, you should also have your budget in mind. How much money do you have, and how much is the campaign going to cost? Knowing your budget will help you to understand exactly how far and extensive your Internet marketing campaign can go. So take some time to reflect on these five questions.

You simply need to make sure that you can answer all of these questions before you begin. All of these questions will make it easier for you to come up with strategies and tactics for your online marketing campaign, to create the most efficient and effective campaign possible for your product.

