

Marketing Campaign

01 STRATEGIC FOUNDATION

A clear purpose sets the foundation for everything.

Main Objective. What are you trying to achieve with this campaign?

Business Relevance. Why now? What business goal does this campaign support?

Problem / Opportunity Statement. What market or behavioral shift is this campaign responding to? Where is the gap – and how can your brand uniquely solve it?

04 OPPORTUNITY SUMMARY

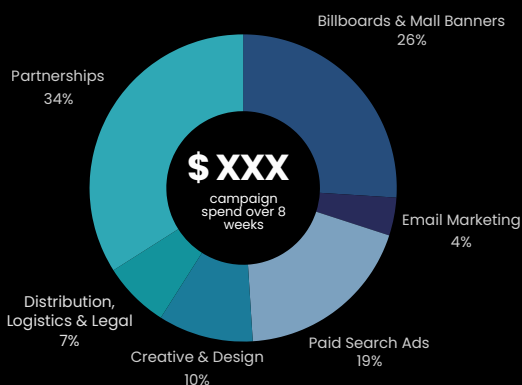
Where's the blue ocean?

Market gap identified. Underserved audience, unmet need, or fragmented segment.

Differentiation angle. Your unique approach that solves the problem differently or more meaningfully than others

Strategic leverage. What gives you an edge? (i.e. brand trust, ecosystem, exclusivity).

06 BUDGET



02 AUDIENCE & INSIGHTS

Insight	Implication	Marketing Action
What is the audience thinking, feeling, or fearing?	What this behavior means for your brand strategy	What action should your campaign take in response?

Market goals

Who is your target audience?
What are they trying to solve or achieve?

Bring your user to life

- What outcome are they hoping for?
- What drives their decision-making?
- If they described their ideal solution in one sentence, what would they say?
- What fears, doubts, or objections do they typically have?

03 CONTEXT SNAPSHOT

Understand the moment – culturally, socially, and economically.

Market signals

- Behaviors shifting the market
- Rising consumer demand
- Emerging needs or trends
- What competitors are overlooking

Cultural insight

- Values that shape decisions
- Emotional drivers or fears
- Culture influencing trust
- Cultural norms influencing action

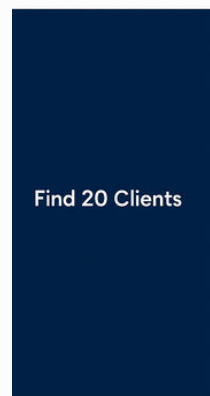
Why this moment matters

- Why is now the right time?
- What opportunity exists?
- What event or trend are you aligning with?

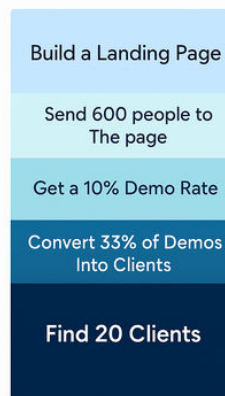
05 BUILD YOUR STRATEGY & GOALS

Build a path from planning to performance.

Don't do this



Try this



Consider

The funnel journey. Outline your key tactics across awareness, consideration, and conversion.

Conversion targets. What is your goal (e.g. 20 clients)? What benchmarks support that goal?

Traffic and conversion. What traffic volume and conversion rates are required to reach your objective?

Goal alignment. How do these actions and targets support your broader campaign objective?

07 WHAT SUCCESS LOOKS LIKE

Performance metrics

Product adoption, app usage, site visits, conversion rates

Budget efficiency

CAC, ROI, Breakeven point

Engagement (online)

Social shares, saves, CTR, time on page

Sentiment signals

Comments, reviews, UGC, brand mentions

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