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**Next**

1. CAMPAIGN GOALS AND TRACKING <small>(Delete or Add as appropriate)</small>	
General aims for campaign	General marketing aim of campaign and context: Product categories or services targeted: Sales and lead generation goals: (these are key!) Positioning and brand communication goals:
Conversion model goals (SMART)	Reach (number of prospects reached on third party sites): Incremental unique visitors or visits to site: Incremental social engagement (target number of 'Likes' on Facebook, Twitter follows or Email signups: Marketing outcomes (and conversion rates to goals): Campaign response - leads or sales ( %), Value £, Allowable CPA Email sign-up ( %), Value £, Allowable CPA View where to buy ( %), Value £, Allowable CPA Repeat for other sites where microsites hosted See spreadsheet models at <a href="http://www.davechaffey.com/Spreadsheets">www.davechaffey.com/Spreadsheets</a> .
Branding objectives	Brand awareness - how will the campaign increase brand awareness? Brand familiarity - which products are featured in campaign, what is the emphasis? Brand purchase intent goals - how is the campaign intended to directly and indirectly influence sales
Engagement goals	How will you assess audience engagement and campaign momentum? Bounce rate and dwell-time Return visits during campaign Engaging with different content types - which? Registration? Participation in commenting, rating, submitting ideas
Response mechanism	Landing page URLs: Pages to be tagged with 'Spotlight tags' to highlight conversion goals - if possible configure your analytics system to campaign track Campaign specific phone numbers
Profiling	Define the data collection required on response forms. Customer database fields updated according to click response:
SEO goals	Type of sites targeting for back-links: Target anchor text: Target landing pages (deep-links to product and services pages are best, not home page):



Use the interactive version of the NACE Planning framework at [www.securereading.com](http://www.securereading.com) to design to create an interactive tool for your organization. This tool has been developed into pages as a one-stop shop covering all the key areas of modern marketing. The layout is divided into four main sections: Design, Development, Deployment/Execution and Continual Improvement. Each section is further divided into sub-sections and includes a list of key activities and actions to help you plan your strategy.

**Design** (01) - Laws & Regulations, Stakeholders, Business needs & Strategy, Organizational goals, risks, Security policy & strategy, Marketing Strategy, Communication Strategy, Scope & needs Assessment, Program Techniques, Target Audience, Metrics & KPIs.

**Development** (02) - Team - Roles and Responsibilities, Develop Metrics & KPIs, Operational/Delivery KPIs, Lag KPIs(outcome), Communication Plan, Marketing Plan, Content Design, Development, Training Schedules, Mode, Method and Techniques, Create Awareness Baseline.

**Deployment/Execution** (03) - Marketing Campaign, Communication Setup, Engage with the Stakeholders, Event Management, Set up a Campaign, Theme Based Campaign, Quizzes, Prizes, Brochures, Posters, Online Training, Onsite Sessions, Newsletters, Intranet, Emails, SMS, Reward and Incentives, Feedbacks & Improvements.

**Continual Improvement** (04) - Measure the Metrics, KPIs, Positives & Negatives, Lessons Learned, Improvement Areas, Corrective Action Plans, Continue Program.

**Bisexual Health Awareness Month 2017: Social Health**



	Monday	Tuesday	Wednesday	Thursday	Friday
<b>INTRO TO SOCIAL HEALTH</b>			1 What is social health? New month format!	2 Stats/research: coming out rates, social isolation, self-esteem	3 Stats/research: coming out rates, social isolation, self-esteem
<b>FRIENDS</b>		6	7	8	9
Social isolation, finding friends, being a good ally, etc.	Stats/research: isolation (LGBT folks, elders), self-esteem, finding bi+ community (including at work)	Stats/research: isolation (LGBT folks, elders), self-esteem, finding bi+ community (including at work)	Resources: how to be a good ally (to bi+ folk, POC, trans* folk, non-binary folk), how to find bi+ people in your area	Resources: how to be a good ally (to bi+ folk, POC, trans* folk, non-binary folk), how to find bi+ people in your area	Action: volunteer apps in bi+ community/support for bi+ orgs
<b>FAMILY</b>		13	14	15	16
Of origin and chosen, coming out, resources for family, etc.	Stats/research: coming out to family, chosen family vs. family of origin, family & bi+ elders	Stats/research: coming out to family, chosen family vs. family of origin, family & bi+ elders	Resources: coming out to family & for families of bi+ folk	Resources: coming out to family & for families of bi+ folk	Action: donating to bi+ inclusive orgs who work with families
<b>PARTNERS</b>		20	21	22	23
Mixed orientation relationships, healthy/unhealthy characteristics, healthcare competency, IPV	Stats/research: IPV, healthy relationships (mixed orientation, poly, monogamous, open, etc.)	Stats/research: IPV, healthy relationships (mixed orientation, poly, monogamous, open, etc.)	Resources: IPV, healthy relationships, what a healthy/unhealthy relationship looks like, bi+ competency for healthcare providers	Resources: IPV, healthy relationships, what a healthy/unhealthy relationship looks like, bi+ competency for healthcare providers	Action: strengthening policies to be bi+ inclusive in reporting IPV, donating to relevant bi+ inclusive orgs
<b>COMMUNITY &amp; BEYOND</b>		27	28	29	30
Faith-based, health providers, workplace, schools, nursing homes, etc.	Showcase positive/negative experiences with community relationships as bi+ person	Showcase positive/negative experiences with community relationships as bi+ person	Resources/action to improve competency of schools, workplaces, healthcare, finding inclusive spaces	Resources/action to improve competency of schools, workplaces, healthcare, finding inclusive spaces	Resources/action to improve competency of schools, workplaces, healthcare, finding inclusive spaces



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