



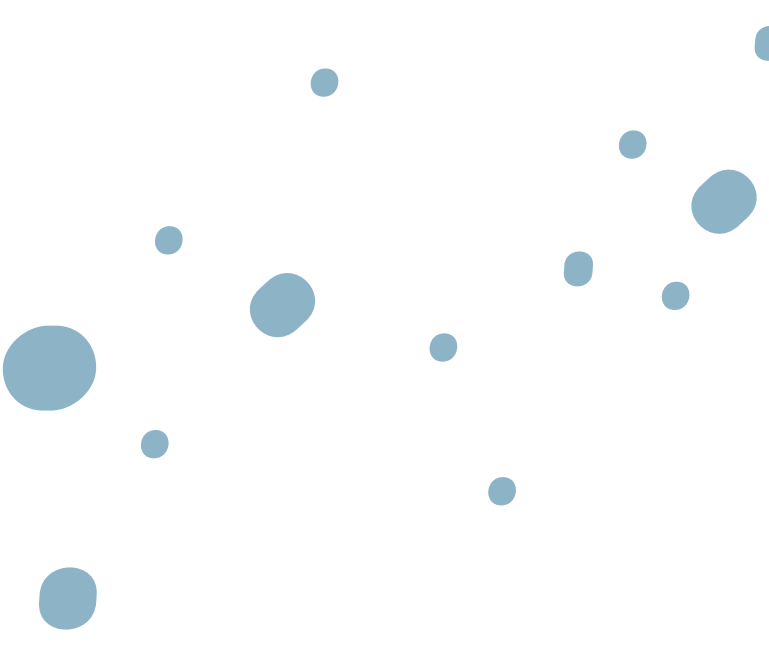
Inclusive Tomorrow

Multi-Channel Marketing Analysis

Case Study – 2023

Company introduction:

Inclusive Tomorrow is a **(fictional)** charity that uses proceeds from raffle ticket sales to support up to 1,000 social projects that aim to eliminate barriers for people with disabilities, enabling them to live with equal access and resources. The charity offers both one-off and subscription-based raffle tickets to adults aged 18 and up located in Germany.



Inclusive Tomorrow's offering is an innovative solution, meaning casual surfers aren't likely to be searching for it directly. Therefore the charity **relies heavily on paid marketing efforts** to bring its mission to the forefront.





My role:

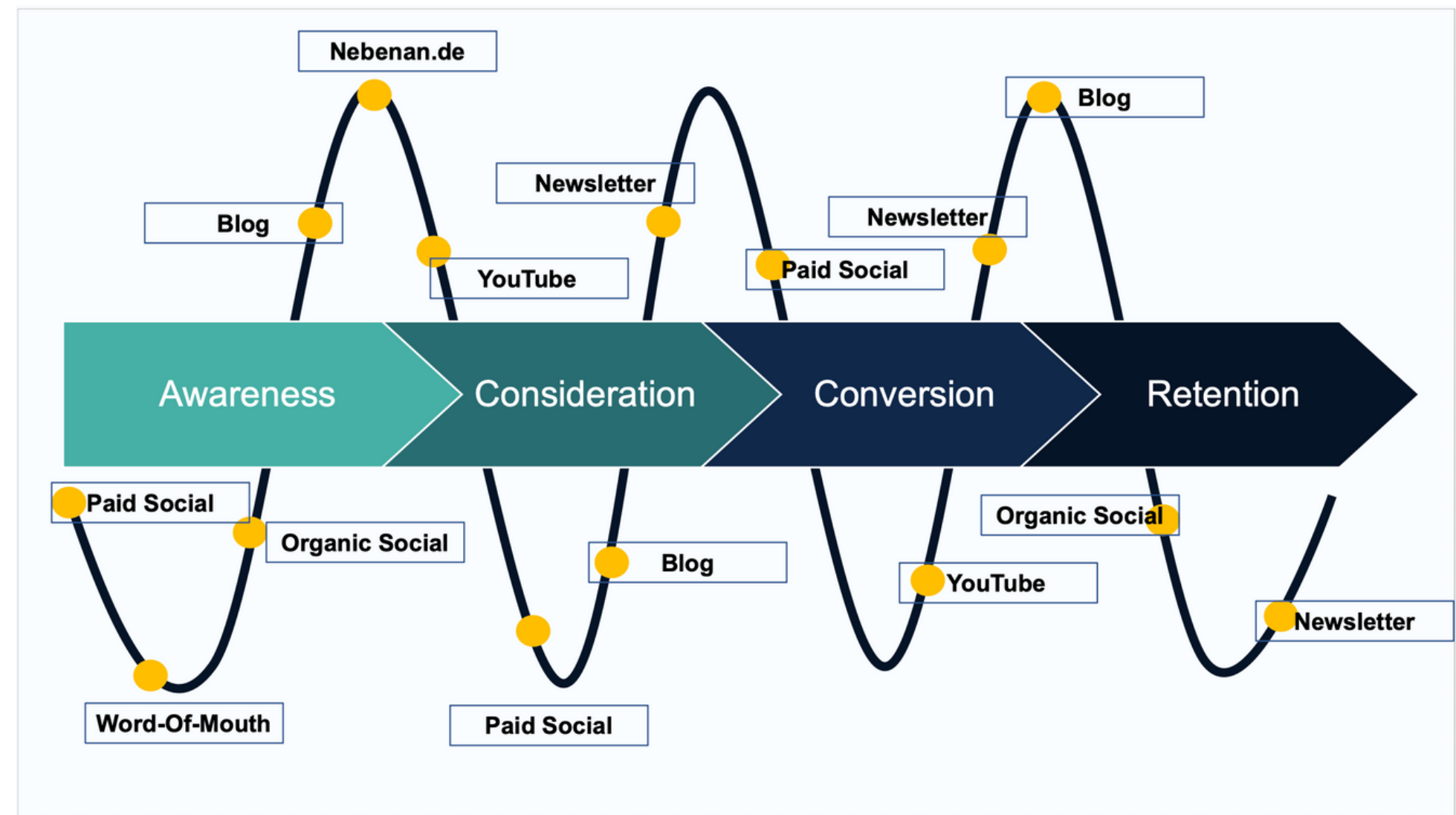
As the Marketing Analyst for Inclusive Tomorrow, it was my privilege to evaluate the previous multi-channel campaigns and not only make **actionable insights** based on the data, but **create a new strategy**, outline a project plan timeline within **Asana**, and **write briefs** for a developer and a graphic designer.

Objective:

The **North Star Metric** for Inclusive Tomorrow was Active Subscriptions, and the goal was to hit **KPIs** defined for each stage and each channel. The previous campaigns did not hit the KPI goals. The task at hand was to determine what went well and what needed improvement.

Solution:

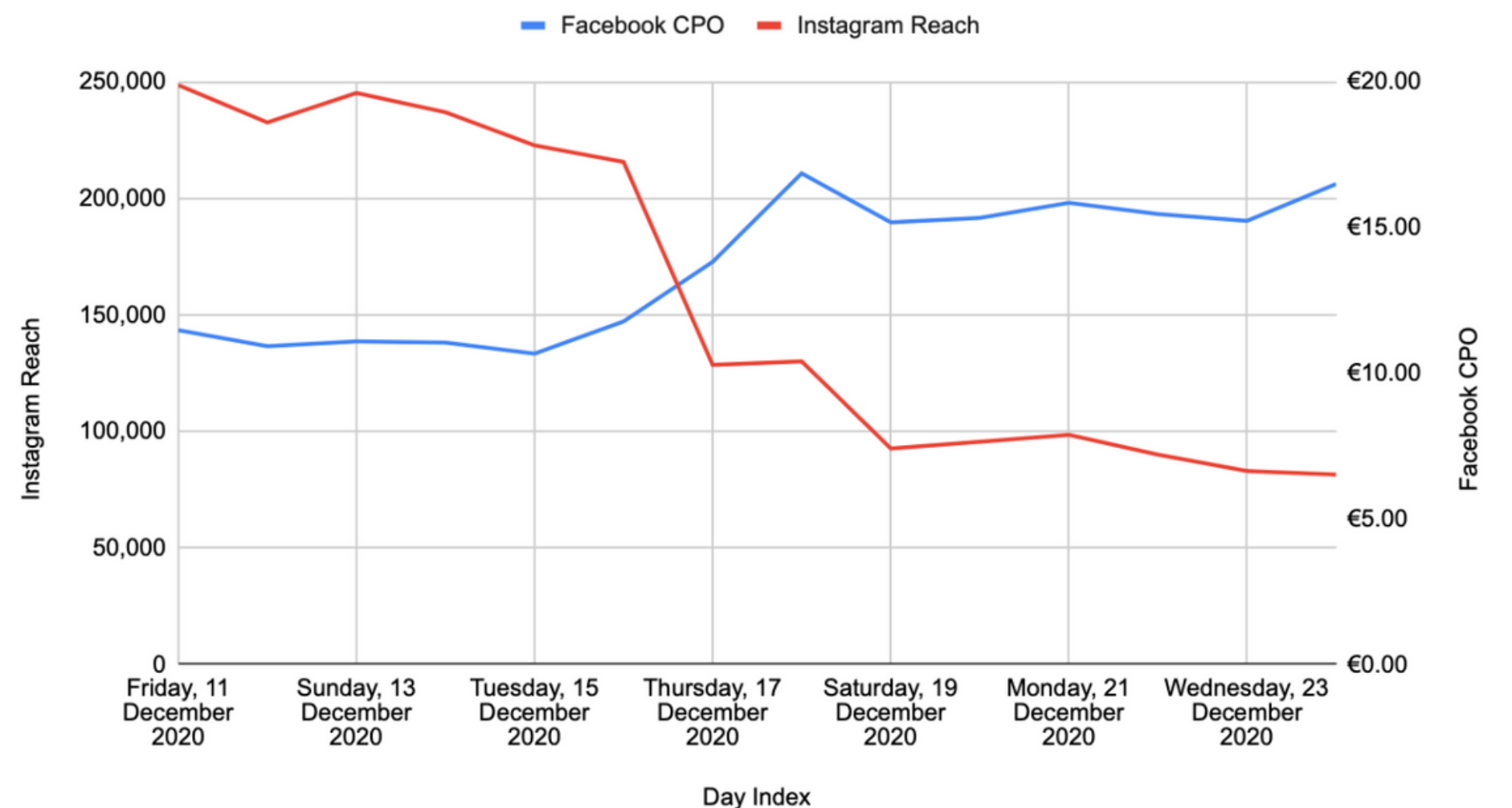
The customer journey for Inclusive Tomorrow includes many possible touchpoints, as the brand creates content on a multitude of platforms which the customer weaves through before converting and becoming a brand ambassador. Identifying possible journeys made content strategy suddenly much clearer.



Solution:

To determine what went well previously, the campaign needed to be **looked at holistically** rather than just at the individual channel level. The interaction of each platform was carefully compared to one another to (hopefully) find patterns in spending, creative, and performance.

Facebook CPO and Instagram Reach



The organic instagram reach had a negative correlation on Facebook campaigns CPO. Aligned with the dip in reach between the 15th and December 18th, Facebook's CPO rose significantly. It is possible that the decrease in organic traffic, generated less awareness. When there were fewer high value leads to retarget with facebook ads, facebook targeted cold leads which were harder to convert.

- **Data analysis**
- **Testing strategy**
- **Introduced new channel**
- **Project planning w/ Asana**
- **Wrote creative brief**
- **Wrote Dev brief**

Deliverables:

Once the numbers were compared, and revealed correlated budget spend and performance, I **transformed the data into a story**, to communicate the insight available from the data. I set **suggestions for further testing**, and a **new channel** to reach customers on a more local level.

The next step was to write out a **project plan using the time management app Asana**. Keeping in mind that the project would require time and effort from multiple departments, I **built in feedback delays** and layered other tasks that could be completed while waiting for go-ahead or creative assets.

Additionally, I **wrote a creative brief** for the graphic design team and **wrote a request for the dev team** to set up GA4 tracking.

Challenges / Takeaway

Gathering insights from data is often imperfect, and causality is rarely certain. This makes testing a must. A careful holistic approach pays off, especially when taking a look at outside factors like holidays, events, and algorithm changes.

Next time I would consider removing channels rather than adding new ones. Overextending the resources or spreading resources thinner to cover more channels may cause lower-quality content rather than extend reach.



