

# Campaign Structure

*Strategy without structure cannot scale — the operational mechanics behind coherent campaigns*

## LESSON GOAL

By the end of this module, you will know how to build structured, scalable digital campaigns where objective, targeting, messaging, channels, and optimisation work together as one coherent system — from the first awareness touchpoint to the closed loyalty loop.

OBJECTIVE ARCHITECTURE

BUYER PERSONA

AUDIENCE TYPES

STEP 1 — ATTRACT

STEP 2 — CONVERT

REMARKETING LOGIC

### Parts 1-4 · Foundation

- Why structure is what separates scalable campaigns from noise
- The 4 campaign objective types — and the KPIs each produces
- The Buyer Persona — demographics, behaviour, triggers, and friction
- Three audience types based on where they are in the journey

### Parts 5-8 · Execution

- Step 1 — Attract: the Awareness operational channel map
- Step 2 — Convert: remarketing, lookalikes, and lead generation
- Step 3 — Closed Loop: turning customers into advocates
- How campaigns evolve from testing to optimisation to scaling

**A successful campaign is not a random collection of ads.  
It is a structured system where everything works together.**

*Good structure creates clarity. Bad structure creates noise.*

**The Execution Layer:** Module 6A gave you the planning architecture. Module 6B shows you how to operate it — specifically how to structure targeting, messaging, and channel mechanics at each phase so that campaigns actually deliver what the plan promised.

# Campaign Objective Shapes Everything

*What you optimise for determines the results you get — and the results you sacrifice*

The campaign objective is the first structural decision — and every other decision flows from it. Different objectives produce fundamentally different results, target different stages of the funnel, and require different creative, targeting, and measurement approaches.

**OBJECTIVE TYPE → EXPECTED RESULTS → TRADE-OFFS**

## The 4 Campaign Objective Types

Objective Type	Expected Results & Validated Hypotheses
"Pure" Awareness	High reach and strong impression volume. Low CPC. Low CTRs. Weak website traffic. Limited audience data or micro-audience segmentation. <i>Best for: early brand building, new market entry.</i>
Awareness with Research Goal	Medium reach. Medium CPC. Higher CTR than pure awareness. Highest website traffic indicators. Highest site action metrics. Rich audience data and segmentation opportunities. <i>Best for: product education, building remarketing pools.</i>
Engagement	Website traffic. Time spent on site. Bounce rate signals. Likes, comments, shares. <i>Best for: community building, content amplification, brand depth.</i>
Lead Generation / Sales	Lowest reach (most filtered audience). Highest CPC. High website traffic volume. Rich site behaviour data. <b>Most people deep in the funnel</b> — ready to act. <i>Best for: conversion, direct revenue, high-intent audiences.</i>

### THE CORE PRINCIPLE

*Choosing a Lead Generation objective on a cold audience is one of the most expensive mistakes in digital marketing. The audience is not ready — and the platform charges premium CPCs for filtered, high-intent targeting that has no conversion foundation yet. Always match objective to audience temperature.*

**Important:** The objective also determines what data you collect. Awareness campaigns build reach but reveal little about individual intent. Research-goal campaigns build rich remarketing audiences. The audience you collect in Phase 1 becomes the asset that Phase 2 converts. This is why the sequence matters.

# Buyer Persona & Audience Types

Not all audiences should be treated the same — structure requires segmentation

## PART 3 — BUYER PERSONA: B2B SAAS EXAMPLE

### Understanding the Person Behind the Signal

#### PROFILE

- 34, Operations Manager, medium company
- Time-poor, multiple priorities
- Technically capable, risk-aware
- Reports to C-suite on results

#### DIGITAL BEHAVIOUR

- Researches actively before committing
- Compares multiple vendors in parallel
- Reads reviews and case studies
- Watches demos before booking calls
- Leaves digital signals daily without realising

#### FRICTION POINTS

- Complex onboarding
- Unclear or hidden pricing
- Weak customer support signals
- Lack of integrations with existing tools
- No clear ROI evidence

#### PSYCHOLOGICAL TRIGGERS

- Risk reduction — "what if this goes wrong?"
- Social proof — "who else uses this?"
- Operational efficiency — "will this save time?"
- Trust in expertise — credentials and authority

#### CONSUMER INSIGHT

- Will share if delighted — or if disappointed
- Rarely evaluates only one option
- Active online daily, leaving digital traces
- Recommends easily if sharing is frictionless

## PART 4 — THREE AUDIENCE TYPES BASED ON BEHAVIOUR

### Where They Are Determines What You Say

1

#### Unaware — But Signalling

Don't know your product yet, but have left a digital signal showing interest in the topic, problem, or category. Found through keyword behaviour, interest targeting, and in-market audiences.

*Goal: Awareness, top-of-mind, direct to owned digital assets*

2

#### Aware — Seeking More

Know the product exists and are actively looking for more information. Visited the site, watched a video, engaged with content. Ready for deeper education and social proof.

*Goal: Engagement, content sharing, product trial or demo*

3

#### Existing Customers

Have already purchased or subscribed. The goal shifts entirely from acquisition to relationship and loyalty. The most valuable and underserved audience in most businesses.

*Goal: Repeat purchase, increased LTV, brand advocacy*

# Step 1 — Attract

*Awareness approach: reaching new audiences and directing them toward owned digital assets*

The first step targets people who have no prior relationship with the brand but have left digital signals suggesting interest in the category. The goal is not conversion — it is to create awareness, build top-of-mind presence, and direct traffic to owned digital assets where remarketing audiences are built.

## STEP 1 — AWARENESS APPROACH

### Attract new audiences — direct to owned assets — build remarketing pools

*Audience: People who have left a digital signal of interest but don't know the product yet*

Channel	Format & Targeting	Content & Message	Destination
<b>Google Search</b>	Text ads targeting people searching specific keywords and in-market audiences	Keywords + brand slogan + key product advantages + clear CTA	Product page
<b>Facebook / Meta</b>	Static banner. Targeting based on demographic profile and interest categories	Key product advantages, problems it solves, promotional offer	Product page
<b>Google Display</b>	Animated or static banners. Targeting based on browsing behaviour — interests, sites visited	Key product advantages, problem-solving messaging, promotional offer	Product page
<b>Gmail Sponsored</b>	Static banner. Ad appears in Gmail based on user's digital behaviour patterns	Key product advantages, problem-solving messaging, promotional offer	Product page
<b>LinkedIn &amp; Display</b>	Static or dynamic formats. Targeting based on job position, industry, and stated skills	Key product advantages, problem-solving messaging, promotional offer	Product page

**What Step 1 is really doing:** Every click, page visit, video view, and engagement from Step 1 is being recorded. These users are being added to remarketing lists, segmented by behaviour, and prepared for the more targeted, higher-intent messaging of Step 2. The audience you build in Step 1 is the asset that makes Step 2 efficient.

#### THE STRATEGIC FLOW

*All channels in Step 1 direct traffic toward the website — the central owned asset. The website acts as the hub that collects the audience, provides deeper information, and feeds the remarketing system that drives Step 2 conversions.*

# Step 2 — Convert & Step 3 — Closed Loop

Remarketing is about relevance, not repetition — and loyalty is where the economics compound

## STEP 2 — CONVERSION APPROACH

### Educate, reduce hesitation, drive action — using remarketing and lookalike audiences

Audience: People who already know the product and need a final push

Channel	Format & Targeting	Content & Message	Destination
<b>Google Search Remarketing</b>	Text ads targeting people who visited the site and continue searching	Additional product benefits + free consultation + trial period offer	Product page / Contact form
<b>Facebook Remarketing + Lookalike</b>	Video, canvas, carousel. Remarketing lists + lookalike audiences based on most engaged users	Additional information — editorial content, reviews from other users	Product page / Contact form
<b>Google Display Remarketing</b>	Animated or static banners. Targeting remarketing lists with contextually relevant content	Editorial content, user reviews, comparison information	Product page / Contact form
<b>Gmail Remarketing</b>	Static banner. Appears based on digital behaviour of users in remarketing lists	Additional information — articles, user reviews	Product page / Contact form
<b>Facebook Lead Generation</b>	Targeting highest-conversion-potential users with direct request banner	Direct conversion offer — demo, trial, consultation, or purchase	Lead form (in-platform)

## STEP 3 — CLOSED LOOP

### Turn customers into loyal advocates — the loop that feeds awareness

#### Evaluate

Post-purchase experience reviews. Gather feedback. NPS. The quality of this stage determines advocacy probability.

#### Increase Repeat Purchase

Loyalty sequences, exclusive offers, cross-sell and upsell. Email and CRM automation. Retention is cheaper than acquisition.

#### Create Brand Advocates

Referral programs, review requests, UGC encouragement. Advocates re-enter the funnel as Earned Media for Step 1.

#### HOW THE LOOP WORKS

Step 3 advocates create reviews, recommendations, and UGC that feed Step 1 awareness — often reaching new cold audiences for zero additional cost. This is the compounding effect that makes mature campaign ecosystems dramatically more efficient than new ones.

# Remarketing Logic & How Campaigns Evolve

*Campaigns that don't adapt are campaigns that waste — the mature system thinks continuously*

## PART 7 — REMARKETING IS ABOUT RELEVANCE, NOT REPETITION

### Adapt Communication as Intent Becomes Clearer

Audience Signal	What They Need	Message Type
Still researching (visited blog, watched video)	Deeper education, reduce uncertainty	Educational content, expert articles, case studies
Hesitant (visited product page, didn't convert)	Confidence and trust signals	Testimonials, reviews, guarantees, FAQ
High intent (added to cart, requested demo)	Final push — remove last friction	Special offer, time-sensitive incentive, direct CTA
Existing customer (post-purchase)	Loyalty and relationship	Onboarding, loyalty offers, referral request

## PART 8 — HOW CAMPAIGNS EVOLVE OVER TIME

### From Testing to Optimisation to Scaling

#### Early Stage

Focus on learning, testing audiences, and discovering what messaging resonates. Accept higher CPA — you're buying data, not just conversions.

#### Mid Stage

Focus on optimisation, audience segmentation, remarketing activation. Shift budget toward proven performers. Build lookalike audiences from engaged users.

#### Mature Stage

Focus on scaling proven systems, retention efficiency, loyalty programs, and continuous A/B optimisation. The campaign becomes a self-improving machine.

### MODULE 6B — CORE LESSONS

- \* Strategy without structure cannot scale — every element must work together as a system
- \* Objective choice determines the audience temperature, cost level, and data quality you get back
- \* The 3 audience types (Unaware-Signalling / Aware-Seeking / Customer) require completely different messaging and channel approaches
- \* Step 1 (Attract) builds the audience asset. Step 2 (Convert) monetises it. Step 3 (Closed Loop) compounds it.
- \* Remarketing is relevance — adapting the message to where the audience is in their decision process
- \* Campaigns evolve: Early = learning, Mid = optimising, Mature = scaling. Don't judge a campaign too early.

#### Practical Exercise

- 1 Define the primary objective for your next campaign — and name the trade-offs it implies
- 2 Create one detailed Buyer Persona including triggers and friction points

MY BUYER PERSONA

Profile & Demographics

Empty box for Profile & Demographics

Behaviour & Digital Signals

Empty box for Behaviour & Digital Signals

Triggers & Friction Points

Empty box for Triggers & Friction Points

STEP 1 (ATTRACT) and STEP 2 (CONVERT) -- Channel / Format / Message / Destination

STEP 1 -- ATTRACT (Awareness)

STEP 2 -- CONVERT (Conversion)

Google Search

Facebook / Meta

Google Display

Gmail / LinkedIn

Search Remarketing

FB Remarketing + Lo

Display Remarketing

Lead Generation

STEP 3 (CLOSED LOOP) & REMARKETING LOGIC

Step 3 -- How I will build loyalty and advocacy

Empty box for Step 3 -- How I will build loyalty and advocacy

Remarketing Segments -- which signal triggers which m

Empty box for Remarketing Segments

KPIs I will track at each step

Empty box for KPIs I will track at each step

CAMPAIGN STAGE & EVOLUTION PLAN

Current stage (Early/Mid/Mature) + what I am focused on this month

Empty box for Current stage

Most important structural fix to make before next campaign phase

Empty box for Most important structural fix

Step 1 builds the audience. Step 2 converts it. Step 3 compounds it.

Structure creates scale.