

# Preparing for a Digital Campaign

Goals, Strategy & Briefing — the foundation that determines success before launch

## LESSON GOAL

By the end of this module, you will know how to set clear campaign goals aligned to business objectives, build real strategy before choosing tactics, and create professional briefs that align teams and agencies — the work that determines whether a campaign succeeds or fails before it even launches.

WHY CAMPAIGNS FAIL

GOALS HIERARCHY

SMART GOALS

STRATEGY VS TACTICS

THE BRIEF

### Parts 1-4 · Foundation

- Why most campaigns fail before launch
- The goals hierarchy: Business, Marketing, Campaign
- SMART goals — weak vs. strong, with real examples
- Why strategy must always come before tactics

### Parts 5-6 · The Brief

- Why a strong brief is strategic alignment, not paperwork
- The 10 sections every professional brief must include
- A complete worked example: premium coffee brand
- Fillable brief template ready to use for your campaign

**A campaign without a clear objective is just **expensive organised activity**.**

*The core principle of Module 2C*

**Connects the full Module 2 trilogy:** Your funnel shape (2A), your brand archetype (2B), and your campaign goals (2C) must all align. The brief is where this alignment becomes explicit — on paper, before any budget is spent.

# Why Campaigns Fail & The Goals Hierarchy

*Most campaign failures are strategic, not creative*

Most marketing campaigns don't fail because the ads were poorly designed or the targeting was wrong. They fail long before launch — in the strategy room, or the absence of one.

## The Real Reasons Campaigns Fail

- Goals were unclear or changed mid-campaign
- Strategy was inconsistent or never defined
- Expectations were unrealistic from the start
- The business itself wasn't operationally aligned
- Tactics were chosen before strategy was set
- Success metrics were never agreed in advance

## What Successful Campaigns Have

- A single, measurable primary objective
- Goals directly tied to business outcomes
- Strategy decided before any platform is chosen
- Realistic targets based on data and benchmarks
- Full alignment across teams before launch
- Pre-agreed KPIs for every funnel stage

### KEY PRINCIPLE

*Marketing goals must support business goals — never compete with them. Digital marketing doesn't fix bad strategy — it amplifies it.*

## PART 2

### The Goals Hierarchy

Before setting any campaign goal, you must understand where it sits in the hierarchy. Every campaign goal flows from a marketing goal, which flows from a business goal. Misalignment at any level breaks the chain.

<b>Business Goal</b>	<b>What the company ultimately wants to achieve</b>	<i>Increase annual revenue by 40%, launch new service, improve retention to 65%</i>
<b>Marketing Goal</b>	<b>How marketing supports the business goal</b>	<i>Generate 450 qualified leads, increase brand awareness in target segment</i>
<b>Campaign Goal</b>	<b>The specific, time-bound objective of this campaign</b>	<i>Generate 180 qualified leads at max 42 EUR CPA in 90 days</i>

**The Test:** Can you draw a direct line from your campaign goal to your marketing goal to your business goal? If not, your campaign is misaligned — and budget will be wasted regardless of execution quality.

### MY NOTES

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# SMART Goals & Strategy Before Tactics

Clarity and direction before any budget is allocated

## PART 3 — SMART GOALS DONE RIGHT

### Weak Goals vs. Strong Goals

#### WEAK GOAL

"We want more sales."

No number. No timeline. No ownership. No way to know if you succeeded.

#### STRONG GOAL

"Increase online sales from 100 to 200 monthly purchases within 6 months, keeping CPA under 45 EUR and achieving minimum 3.5x ROAS."

#### S

##### Specific

Clear and unambiguous — exactly what you want to achieve

#### M

##### Measurable

Numbers, metrics, and a way to track progress

#### A

##### Achievable

Realistic given budget, resources, and market conditions

#### R

##### Relevant

Directly tied to the business and marketing goal above it

#### T

##### Time-bound

A clear deadline that creates accountability

## PART 4 — STRATEGY BEFORE TACTICS

### Motion Is Not Progress

#### Strategy answers:

"How will we realistically achieve the objective?"

- Which audience, which funnel stage
- Which message and value proposition
- Which channels and why
- What sequence and timeline

#### Tactics answer:

"What specific actions will we take?"

- Run Instagram carousel ads with offer X
- Email sequence of 5 messages over 14 days
- Retarget website visitors with video
- Google Search on branded + competitor terms

#### THE MOST COMMON MISTAKE

Jumping straight to tactics — "let's run Instagram ads" — without first answering what objective they serve, which audience they target, and how they connect to the overall funnel. Tactics without strategy create motion, not progress.

# The Professional Campaign Brief

*Strategic alignment, expectation management, and the foundation of great execution*

A brief is not paperwork. It is the document that transforms scattered ideas into aligned action — ensuring that whoever executes the campaign (internal team, agency, or freelancer) is working from the same understanding of goals, audience, message, and success criteria.

**Why a strong brief matters:** A well-written brief reduces revision cycles, prevents budget waste, eliminates ambiguity, and dramatically increases the quality of creative and strategic output. It also protects you — when expectations are written down, there are no surprises.

## THE 10 SECTIONS OF A PROFESSIONAL BRIEF

### What Every Great Brief Must Include

**1 Business Context**  
Company situation, problem being solved

**2 Main Objective**  
Primary + secondary SMART goals

**3 Target Audience**  
Persona, pains, gains, demographics

**4 Value Proposition & Message**  
VP, brand archetype, 3 layers of value

**5 Campaign Strategy**  
Funnel focus, channels, industry archetype

**6 Budget & Timeline**  
Total budget, duration, seasonality

**7 Success Metrics (KPIs)**  
Primary + secondary KPIs pre-agreed

**8 Creative Direction & Tone**  
Voice, visual style, mandatory elements

**9 Previous Learnings**  
What worked, what didn't, data insights

**10 Risks & Constraints**  
Production limits, timing, budget risks

#### THE TEST

*Could an external agency or new team member read this brief and execute the campaign successfully — without needing to ask you a single question? If yes, it is a good brief. If no, it needs more work.*

# Sample Campaign Brief

Premium coffee subscription brand — Summer Collection Launch 2026

CAMPAIGN NAME

Summer Collection Launch 2026

DATE

May 2026

PREPARED BY

Marketing Manager

## 1 Business Context

Premium coffee subscription brand. Steady growth but low brand awareness outside current customer base. **Problem:** Many coffee lovers are stuck with low-quality supermarket coffee — unaware that a better alternative exists.

## 2 Main Objective

**Primary:** Acquire 450 new subscribers in 90 days at max 38 EUR CPA  
**Secondary:** Build brand awareness among 25-45 year-old professionals who value quality coffee

## 3 Target Audience

**Persona:** "Busy Professional" — 28-42, urban, values convenience and quality, willing to pay for premium.  
**Pains:** bad morning routine, inconsistent coffee, wasting time.  
**Gains:** daily premium experience, convenience, feeling sophisticated.

## 4 Value Proposition & Message

"We deliver freshly roasted specialty coffee to your door so you can enjoy cafe-quality coffee every morning without leaving home."  
**Archetype:** Creator / Sage | **Functional:** fresh delivery | **Emotional:** daily pleasure | **Self-expressive:** "I appreciate quality"

## 5 Campaign Strategy

**Funnel focus:** Awareness to Consideration to Conversion  
**Industry Archetype:** Habit / Repeat  
**Main channels:** Instagram + Google Search + Email

## 6 Budget & Timeline

**Total budget:** 18,000 EUR  
**Duration:** 90 days (June-August 2026)  
**Seasonality note:** Summer travel increase — focus on "cafe-quality coffee at home" messaging

## 7 Success Metrics (KPIs)

**Primary:** 450 new subscribers, CPA max 38 EUR, ROAS min 3.5x  
**Secondary:** 15% email open rate, 8% ad CTR, branded search volume growth

## 8 Creative Direction & Tone

**Tone:** Warm, premium, inviting, slightly aspirational  
**Visual:** Clean lifestyle photography with warm tones  
**Mandatory:** Show real coffee experience and morning ritual

## 9 Previous Learnings

Video ads performed 3x better than static.  
 Audience 35+ converts significantly better.  
 Free sample offer increased conversion rate by 42%.

## 10 Risks & Constraints

Limited creative production time available.  
 Summer holiday slowdown expected in July — plan for lower performance window.

# Key Takeaways

What to remember — and your fillable Campaign Brief is on the next page

## MODULE 2C — CORE LESSONS

- \* Most campaign failures are strategic, not creative — they happen before a single ad is designed
- \* Marketing goals must support business goals — every campaign goal must connect upward through the hierarchy
- \* SMART goals bring clarity, accountability, and measurability — vague goals produce vague results
- \* Strategy must always come before tactics — choosing platforms before defining objectives is a guaranteed waste
- \* A professional brief is not paperwork — it is strategic alignment that protects budget and improves output quality
- \* Digital marketing amplifies clarity — or amplifies chaos. The brief determines which one.

### Practical Exercise

- 1 Choose one upcoming campaign — real or hypothetical
- 2 Write your Goals Hierarchy: Business, Marketing, Campaign
- 3 Set your SMART goal — test it against all 5 criteria
- 4 Fill out the full Campaign Brief on the next page
- 5 Ask: could an external partner execute from this alone?

### The Brief Connects Everything

- Section 3 (Audience) connects to your VPC from 1B
- Section 4 (Value Prop) uses your work from 1B
- Section 5 (Strategy) references your archetype from 2A and 2B
- Section 7 (KPIs) maps to your funnel stage metrics from 2A

### MY REFLECTIONS & ACTION POINTS

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**Module 2 Complete.** You now have the full growth framework: how modern brands grow through funnels (2A), how journey shapes and brand archetypes drive strategy (2B), and how to turn strategy into aligned, measurable campaigns (2C). Everything that follows builds on this foundation.

1 Business Context

3 Target Audience

5 Campaign Strategy

7 Success Metrics (KPIs)

9 Previous Learnings

2 Main Objective

4 Value Proposition & Key Message

6 Budget & Timeline

8 Creative Direction & Tone

10 Risks & Constraints

Strategy before tactics. Goals before channels. Brief before budget.

Clarity amplifies results.