

Strategic Campaign Planning

The capstone integration — your complete toolkit assembled into one campaign architecture

LESSON GOAL

By the end of this module, you will see how every framework from Modules 1-5 connects into a single, coherent campaign planning system — and how to apply them together to plan a real campaign from business reality to execution, not from ads backwards.

THE FULL TOOLKIT

BUSINESS READINESS

3-STEP PLANNING

CAMPAIGN ARCHITECTURE

FITNESS APP CASE

YOUR TOOLKIT — MODULES 1-5 AT A GLANCE

MOD 1

Business Canvas +
Value Proposition

Foundation

MOD 2

Funnels +
Archetypes + Brief

Strategy

MOD 3

Behaviour + Journey
+ Triggers

Psychology

MOD 4

Micromoments +
Channels + KPIs

Execution

MOD 5

Content + STEPPS +
Influencers

Content

Campaigns fail most often not because of **bad ads**
but because the **system behind them is weak.**

Module 6A is where you learn to build the system first

Why This Module Exists: Every framework you have learned works in isolation. But campaigns don't run in isolation — they run inside business systems. This module shows you how to assemble your complete toolkit into a single coherent plan, from business reality to launch.

Your Complete Toolkit — How the Modules Chain Together

Each module answered a different question — this is how they connect into one system

Strong campaigns are not built by picking a platform and creating ads. They are built by moving through a structured sequence of thinking — from understanding the business, to understanding the customer, to choosing channels, to creating content, to measuring results. You have learned each layer. Now see them as one system.

Module What It Taught You — and When to Use It in a Campaign

MODULE

1

Business Canvas + Value Proposition + Where Digital Fits

Use before any campaign: Is the business model clear? Is the value proposition strong? Does digital amplify what already exists — or is it hiding a weak foundation?

Pre-campaign checklist. If the business is unclear, no campaign will save it.

MODULE

2

Funnels + Industry Archetypes + Brand Psychology + Campaign Brief

Use to define campaign structure: What archetype is this business? What funnel shape applies? What positioning will the campaign carry? What does the brief say?

Campaign brief and funnel design. Maps the journey from awareness to advocacy.

MODULE

3

Consumer Behaviour + Buyer Journey + Action Triggers

Use to understand audience psychology: How does this specific customer research, hesitate, and decide? What triggers reduce their final anxiety? What friction must be removed?

Audience and creative strategy. Informs messaging, content, and CTA at each stage.

MODULE

4

Micromoments + Channel Ecosystem + Media Planning + KPIs

Use to build the channel architecture: Which micromoments must the campaign win? What role does each channel play? What timing, frequency, and budget allocation applies?

The media plan. Channel roles, timing, pacing, and KPIs by phase.

MODULE

5

Content Strategy + STEPPS + LIFT + Influencer Marketing

Use to build the content system: What content roles are needed at each stage? Which STEPPS drivers will make it shareable? Which LIFT factors will make it convert? Which creators could amplify it?

Content and amplification plan. Everything the audience actually sees and consumes.

THE SEQUENTIAL LOGIC

Module 1 answers why. Module 2 answers what. Module 3 answers who and how they think. Module 4 answers where and when. Module 5 answers what they see. Module 6 answers how it all runs together.

Business Readiness & The 3 Critical Planning Steps

The system behind the campaign matters more than the campaign itself

Most campaigns fail not because of bad ads, but because the business system behind them is weak. Marketing amplifies what exists — which means it amplifies weaknesses just as effectively as it amplifies strengths.

BUSINESS READINESS CHECKLIST — BEFORE ANY CAMPAIGN LAUNCHES

What Must Be Solid Before Spending Begins

If These Are Weak — Pause

- Value proposition unclear or generic [MOD 1B](#)
- Landing page or website has high friction [MOD 3A](#)
- No tracking or analytics in place [MOD 4D](#)
- Sales or fulfilment cannot handle increased volume
- No brief — team not aligned on goals or message [MOD 2C](#)

If These Are Strong — Go

- Clear value proposition and positioning [MOD 1B](#)
- Campaign brief approved by all stakeholders [MOD 2C](#)
- Analytics, tracking, and KPIs set up before launch [MOD 4D](#)
- Content assets ready for each phase [MOD 5A](#)
- Moderation and support prepared for increased traffic

THE 3 CRITICAL PLANNING STEPS

Before Choosing a Single Channel or Format

1 Understand Market Readiness

How familiar are people with this product category? The colder the audience — the more Awareness-phase content is needed before any conversion attempt. Connects to your Industry Archetype [\[MOD 2B\]](#) and Buyer Journey stage [\[MOD 3B\]](#).

2 Define Realistic Time Horizons

Different goals and archetypes have different ROI timelines. Not all marketing returns immediately — some campaigns build future demand before they generate revenue. Connects to SMART Goals [\[MOD 2C\]](#) and KPI frameworks [\[MOD 4D\]](#).

3 Define Campaign Aggressiveness

How intense should the campaign be? Based on market size, competition, available budget, audience saturation, and acceptable acquisition costs. Connects to Media Planning [\[MOD 4C\]](#) and budget allocation thinking.

Campaign Architecture

A 3-month plan shown as a connected system — with every module's framework applied

This is what your toolkit looks like assembled. Each phase draws on specific frameworks from the course. Each channel plays a defined role. Each KPI connects to a stage of the journey.

Channel	Month 1 · Awareness	Month 2 · Consideration	Month 3 · Conversion
Frameworks:	1A BMC 2A Funnel 5B STEPPS	3B Journey 4A Micromoments 5A Content	3C Triggers 4D KPIs 2C Brief
Instagram / TikTok	HEAVY — Awareness	SUSTAIN	LIGHT — Advocacy
Influencers	LAUNCH WAVE	ONGOING	Long-term partners + reviews
YouTube		EDUCATION HEAVY	SUSTAIN
Retargeting		BUILD AUDIENCE	CONVERSION PUSH
Google Search		BRAND	INTENT CAPTURE
Email + CRM		NURTURE SEQ.	RETENTION HEAVY
Primary KPIs	Reach · Video views Website traffic · New users	Returning visitors · Engagement App installs · Lead quality	CPA · Subscription rate Retention · Referrals
	STEPPS: Emotion + Social Currency	LIFT: Relevance + Clarity + Value Prop	Triggers: Risk Reversal + Urgency + Social Proof

WHAT MAKES THIS A SYSTEM — NOT JUST A PLAN

Each channel feeds the next. Awareness creates the remarketing audience. Remarketing feeds conversion. Email retains what conversion wins. Advocacy loops back into awareness. Every arrow represents a framework you have already learned.

Metrics That Guide Planning & Key Takeaways

Module 6A closes your strategic education — Module 6B begins execution

PART 6 — METRICS THAT ACTUALLY GUIDE PLANNING DECISIONS

What to Watch Before, During, and After

Metric	What It Tells You	Which Module
Direct Traffic trend	Brand strength and familiarity building over time	MOD 4D
Brand vs Generic Search ratio	Market power vs market opportunity	MOD 4D
Remarketing audience growth	Attention accumulated — future conversion potential	MOD 4D
Engagement quality (saves, comments)	Trust signals, not vanity metrics	MOD 5C
Conversion quality by channel	Which channels bring the right customers	MOD 4C
Content performance by role type	Which content role is over or under-performing	MOD 5A

MODULE 6A — CORE LESSONS

- * Campaigns fail most often because of weak systems — not bad ads. The business must be ready before the campaign launches.
- * Your complete toolkit: Module 1 (why), Module 2 (what), Module 3 (who), Module 4 (where/when), Module 5 (what they see)
- * Three critical steps before any campaign: Market Readiness, Realistic Time Horizons, Campaign Aggressiveness
- * A strong media plan is a connected system — each channel feeds the next phase, creating a compounding architecture
- * Metrics must be pre-agreed and stage-appropriate — not chosen after results disappoint
- * Module 6 is where strategy becomes execution — and where the depth of your preparation determines the quality of your results

Practical Exercise — Your Campaign Architecture

- 1 Choose a real or hypothetical campaign you want to plan
- 2 Run the Business Readiness check — what needs to be fixed before launch?
- 3 Answer the 3 planning steps (Market Readiness / Time Horizons / Aggressiveness)
- 4 Build a 3-phase campaign architecture using the diagram format from this module

STEP 1-2-3 -- PRE-CAMPAIGN PLANNING

Market Readiness -- how familiar is the audience with th

Realistic Time Horizon -- when will ROI appear?

Campaign Aggressiveness -- how intense based on budget/mark

MY CAMPAIGN ARCHITECTURE -- Role + intensity for each channel in each phase

Channel	Phase 1 — Awareness	Phase 2 — Consideration	Phase 3 — Conversion
Instagram / TikTok			
YouTube			
Google Search			
Email / CRM			
Retargeting			
Influencers / UGC			

PRIMARY KPIS BY PHASE

Campaign Goal (one pr	Phase 1 — Aw KPIs	Phase 2 — Co KPIs	Phase 3 — Co KPIs

READINESS CHECK & RISK

What must be fixed BEFORE launch (business readiness gaps)

Biggest risk to this campaign + my mitigation plan

Campaigns run inside business systems.

The stronger the system, the better the result.