

Marketing Programs Playbook



Programs Defined

The combined execution of activities and tactics that support the overall Campaign objectives, aligned to the target audiences. Programs are both inbound and outbound digital activities, including but not limited to the following set of activities:

- Webinars
- Newsletters
- Blogs
- Videos
- Podcasts



Best Practices

Frequency

- Blogs, Podcasts, Webinars, & Newsletters Pushed Out Monthly
- SEO/SEM Running Daily to Drive Traffic to Website
- Industry-Specific Physical Events Quarterly

Content Planning

- Choose a Theme or Topic Cluster for Each Month in Support of Campaigns
- Follow a Predictable Cadence Each Month
- Promotion is Key Through Social Media, Newsletters & SEM



Integrated Marketing Programs



Physical Events



Speaking Submissions



Social Channels



Industry Research
Programs



Webinars



Blogs & Podcasts



PR



SEO & SEM



Content Best Practices

- **Webinars**

- Hosted on the 3rd Thursday of Each Month
- External Sponsor Hosted Monthly

- **Blogs & Podcasts**

- Topic Compliments Monthly Webinar
- Pushed Out First Week of the Month
- Externally Written Blog by Influencer Quarterly - Builds Credibility in Your Market

- **Social Channels**

- Amplify all Programs and PR Daily
- Air Cover for Industry-Specific Events

- **Newsletters**

- Sent Monthly - Beginning or End of Month
- Pre- and Post- Event Promos
- Virtual & Physical Events

- **Physical Events**

- Industry Summits / Trade shows
 - Quarterly
- Hosted Events / Road shows
- User Groups

- **SEO**

- Keywords Narrowed for Goal Search Terms
- Identify Gaps & Create Pages for Targeted Keywords
- SEO as a Tactic is Ongoing

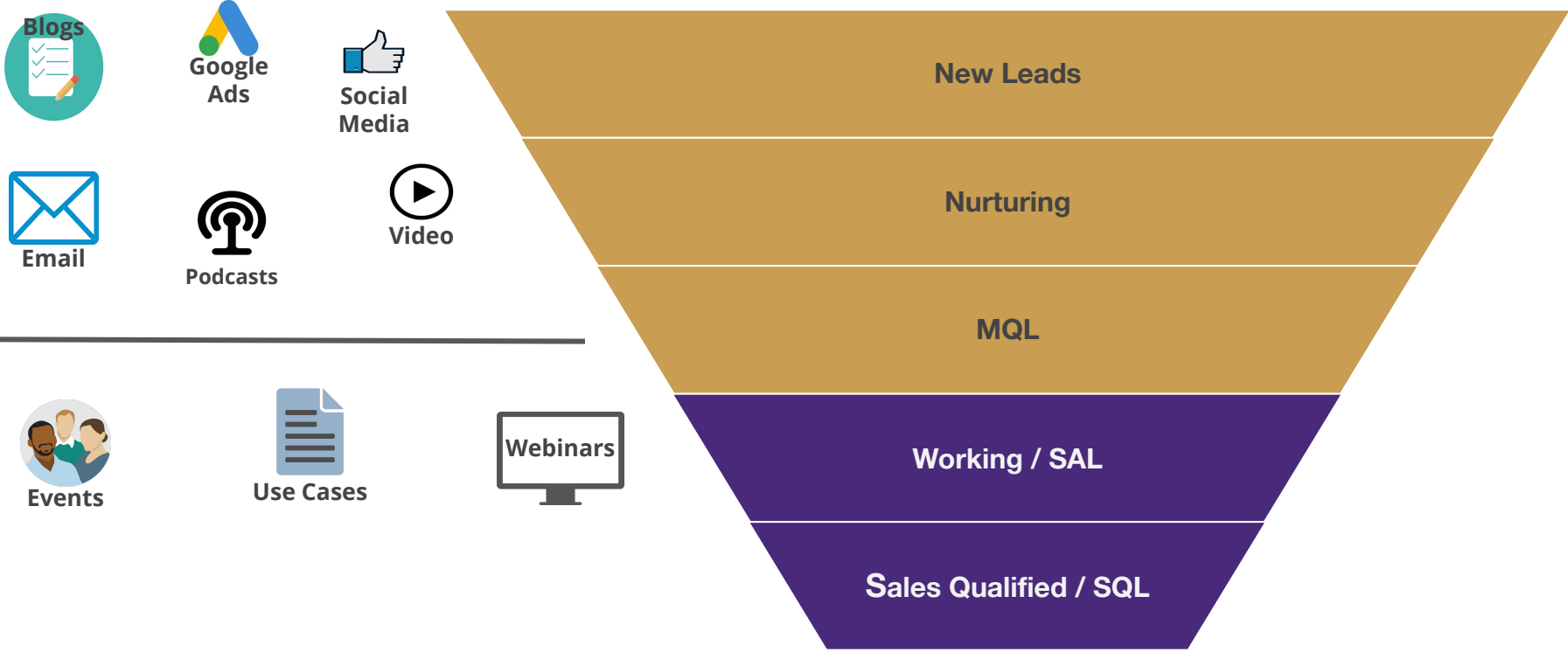


Monthly Demand Gen Cadence - Programs

	Monday	Tuesday	Wednesday	Thursday	Friday	Funnel Drive
Week 1		- New Asset pushed out (video, podcast, etc)	Daily Social Running: SEO/SEM			New Asset Drives Nurtures/MQLs
Week 2			Daily Social Running: SEO/SEM	- Related Blog promotion - Monthly webinar promo send out		Blog Drives Nurtures/MQLs Webinar Sign-ups Drive SALs
Week 3		- Last chance webinar promo sent out	Daily Social Running: SEO/SEM	- Social Push: Webinar Countdown - Live Webinar co-hosted	- Webinar on-demand	Webinar Sign-ups Drive SQLs
Week 4	- Transcribe Webinar for SEO		Daily Social Running: SEO/SEM	- Monthly Newsletter		Newsletter content drives Nurtures/MQLs/SALs /SQLs



Programs Mapped to Marketing Funnel



Ways to Measure Success

Program Metrics to Track

- Newsletter
 - Subscribers
 - Unsubscribes
 - Open Rates
 - Click Rates



- Webinars
 - Channel Subscribers
 - Registrations
 - No Shows
 - Live vs. Recorded Views



BrightTALK

Ways to Measure Success

- Website Content
 - Acquisition
 - Organic Traffic
 - Google Ads
 - Social
 - Campaigns
 - Bounce Rate
 - UTM Codes
 - Specific Page View Analytics
 - Landing Page & Forms
 - Marketing Automation Platforms: Marketo, Hubspot
 - Embedded Landing Pages
 - Bounce Rate
 - Gated and Ungated Content



Thank You!

For inquiries or questions, please email
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