

WORKING CAMPAIGN

Advanced/

LAUNCH WITH BLOB

Campaign development services:

- . Goal Setting and Objectives
- . Target Audience Identification
- . Market Research and Competitive Analysis
- . Strategic Planning
- . Creative Concept and Design
- . Multichannel Approach
- . Integrated Marketing Communications (IMC)
- . Campaign Budgeting
- . Measurement and Analytics Framework
- . Testing and Optimization
- . Clear Call-to-Action (CTA)
- . Personalization Strategies
- . Engagement and Interaction
- . Influencer Marketing Collaborations
- . Content Marketing Plan
- . Email Marketing Sequences
- . Social Media Advertising
- . Customer Journey Mapping
- . Timely and Relevant Messaging
- . Post-Campaign Analysis and Reporting

Our comprehensive campaign development services cover strategic planning, creative execution, and analysis for future insights.

Our Campaign Development Services offer a comprehensive approach to strategic planning, creative execution and analysis to drive impactful marketing campaigns. Beginning with goal setting and objectives, we work closely with clients to define clear targets and identify the specific audience segments they aim to reach. Through in-depth market research and competitive analysis, we gain valuable insights to inform strategic planning and creative concept development, ensuring that campaigns resonate with target audiences and stand out in the competitive landscape.

With a multichannel approach and integrated marketing communications (IMC) strategy, we leverage various channels and touchpoints to maximize campaign reach and effectiveness. From campaign budgeting to measurement and analytics framework, we ensure that resources are allocated efficiently and campaign performance is rigorously tracked and evaluated. Our services encompass testing and optimization to refine strategies for optimal results, as well as personalization strategies to tailor messaging and experiences to individual preferences.

Throughout the campaign lifecycle, we prioritize engagement and interaction, leveraging influencer marketing collaborations, content marketing plans, email marketing sequences and social media advertising to foster meaningful connections with audiences. By mapping the customer journey and delivering timely and relevant messaging, we guide prospects seamlessly through the sales funnel, driving conversions and fostering brand loyalty. Finally, our post-campaign analysis and reporting provide valuable insights and recommendations for future campaigns, ensuring continuous improvement and success. With our Campaign Development Services, clients can execute impactful campaigns that drive results and propel business growth.

Service particularity: optimal delivery in 15 working days, can take longer in case of additional or special requests and unforeseen circumstances; Initial Chat included

Blob team engagement: 2 expert level consultants, creative team, technical backend

Type of meeting: face to face

Place of meeting: agency office

Output: written and designed integrated marketing campaign plan, set to achieving predefined objectives, whether it's increasing brand awareness, driving sales, or promoting a cause, through strategic planning, execution and evaluation of marketing activities; presentation and discussion included

Pricing. Working Campaign

BASIC DIFFICULTY LEVEL:

- . **Starting price:** 3.000 EUR
- . **Criteria:** suitable for organizations with limited experience in campaign development or those initiating efforts to establish basic marketing campaigns
- . **Argument:** at the basic difficulty level, campaign development services focus on foundational aspects such as goal setting, target audience identification and basic strategic planning. These services cater to organizations aiming to define campaign objectives, identify target audiences and conduct basic market research and competitive analysis. The emphasis is on providing guidance and support to lay the groundwork for effective campaign development, ensuring clarity and relevance in messaging and execution

INTERMEDIATE DIFFICULTY LEVEL:

- . **Starting price:** 5.000 EUR
- . **Criteria:** geared towards organizations seeking to enhance their campaign development capabilities and implement more sophisticated strategies
- . **Argument:** intermediate difficulty level campaign development services offer more comprehensive support in areas such as creative concept and design, integrated marketing communications and measurement and analytics framework. Organizations at this stage may have some experience in campaign management but require assistance in developing creative concepts, implementing integrated marketing strategies and establishing measurement frameworks. These services focus on optimizing campaign execution, fostering engagement and interaction and leveraging personalization strategies. The emphasis is on improving the depth and effectiveness of campaigns to drive meaningful results and insights

ADVANCED DIFFICULTY LEVEL:

- . **Starting price:** 7.000 EUR
- . **Criteria:** targeted towards organizations aiming for strategic campaign leadership, advanced testing and optimization and integration of cutting-edge marketing techniques
- . **Argument:** advanced difficulty level campaign development services involve advanced techniques in influencer marketing collaborations, content marketing plans and social media advertising. Organizations at this level may be pursuing ambitious campaign goals, seeking to leverage advanced marketing techniques or aiming to implement innovative strategies for maximum impact. These services offer specialized expertise to collaborate with influencers, develop comprehensive content strategies and optimize social media advertising campaigns. The emphasis is on providing strategic guidance and actionable strategies to elevate campaign effectiveness, drive engagement and deliver measurable results

CHALLENGING DIFFICULTY LEVEL:

- . **Starting price:** 10.000 EUR
- . **Criteria:** designed for organizations facing critical campaign imperatives, complex testing and optimization challenges or demanding measurement and analytics requirements
- . **Argument:** challenging difficulty level campaign development services address critical issues such as timely and relevant messaging, customer journey mapping and post-campaign analysis and reporting. Organizations at this level may encounter situations where proactive optimization, comprehensive customer journey mapping and rigorous analysis are essential for campaign success. These services involve proactive engagement with stakeholders, rigorous evaluation of campaign performance and implementation of advanced strategies to drive sustained campaign excellence. The emphasis is on equipping organizations with the tools and capabilities to navigate complex campaign challenges, drive meaningful results and derive actionable insights for future campaigns

By categorizing Campaign Development Services into these difficulty levels organizations can identify their specific needs and select the appropriate level of support to enhance their campaign management efforts and achieve their desired outcomes. Each level offers tailored solutions and strategies to address specific challenges and optimize the effectiveness of campaign development initiatives in driving engagement, conversions and brand growth.