vendi

Campaign strategy workbook

BACKWARD BRAINSTORMING

Use your takeaways from the following exercises to inform your answers in each section below. Working down from the top (or left to right if a horizontal setup) allows you to see a fuller picture of who your organization is talking to, what the target audience is thinking, how you can engage with them and prompt them to act.

Target audience *Who are we talking to?*	
Headspace *What are they thinking or feeling? What's important to them?*	(Empathy mapping / page 3)
Perceptions *What are the perceptions of [X] relative to competitors?*	(Current and desired perceptions / page 4)
Conversion opportunity *What are the most important key factors to this audience; what will trigger them to act?*	(Key factors ranking / page 5)
CTA *What action do we want them to take?*	
Message *What messaging will resonate?*	

EMPATHY MAPPING

Empathy mapping can help you take what you learn from observing human behavior and come away with actionable insights.

1. Write down observations about what your target audience SAYS and DOES in the left column.
2. Then, use the observations on the left to infer what the target audience THINKS and FEELS.
3. Try to draw some insights and conclusions from what you have written down and shared.

SAY (observations)	**THINK** (inferences)
DO (observations)	**FEEL** (inferences)

CURRENT AND DESIRED PERCEPTIONS

Perception is often reality in the mind of the consumer. It is helpful to understand what current perceptions are, along with your desired perceptions, which can help inform and shape messaging for your target audience.

Current	Desired
What are the current perceptions of your organization?	*What are the desired perceptions of your organization?*

KEY FACTORS RANKING

For bottom-of-funnel audiences, the goal is to get people to act. It's easier to influence someone to act if you can tap into what's important/of value to them. Use the table below to highlight specific key deciding factors that influence your target audience to choose your organization.

How do these key factors rank on a scale of importance (very important to not important)?

Very important: This factor is very influential to our audience
Moderately important: This factor is somewhat influential to our audience
Not important: This factor is not really influential to our audience

Key deciding factor	Specifics/details	Very	Moderately	Not