Asmat Shamugia

Academic Doctor of Economics, Affiliated Associate Professor
New Higher Education Institute – NEWUNI

THE IMPORTANCE OF A DIGITAL MARKETING COMMUNICATION CAMPAIGN AND BRIEF FOR ONLINE BUSINESSES

Abstract

A Digital Marketing Communication Campaign includes strategies and activities that are focused on promoting a certain product, brand or service, raising awareness of them, changing image parameters, arousing interest and fulfilling other goals necessary for online business.

A campaign is a way to solve the communication tasks and challenges facing a business in a complex and consistent way. It allows the Target Group to be provided with planned and well-targeted content that meets the current needs of online business.

This article analyzes: the steps to be taken when working on a Digital Marketing Communication Campaign. There is also presented The Importance of a Brief; tips are offered that companies should consider before starting to work on Social Media Content. Finally, there is formulated a conclusion.

Keywords: Digital, Marketing, Communication, Campaign, Strategy, Brief, Company.

Introduction

When working on a Digital Marketing Communication Campaign, the following steps need to be planned and implemented: 1. Identify the problem and goal; 2. Select the Target Audience; 3. Set a Budget; 4. Develop the campaign Insight, main idea, message box, Content, formats, Content Calendar, and define channels; 5. Launch and implement the Campaign; 6. Analyze the results.

5. The Manager can, of course, follow these processes himself and work on the Communication Campaign, but in order for the company's internal team to participate in planning their own campaign or to commission an advertising company to develop the campaign, they must write a Marketing Brief. It combines all the information that may be needed to plan the appropriate campaign and is a kind of task.

Literature Review / Background

A good Brief is a guide to what kind of campaign to plan and what results they want to achieve in the end. It is a tool for clearly defining the task of creating a campaign, in other words, the Brief itself is a working assignment for the campaign, which includes all the information necessary to accurately complete this task, that is, the campaign.

At the beginning of the Brief, it is necessary to explain the current situation of the company, what place it occupies in the market, what are the strengths and weaknesses of its product, consumer needs, current trends, etc.

It should be clearly outlined what goal they want to achieve and what results the campaign can bring. What is it for which they are creating this campaign. For example, the goal of the campaign may be to increase product or brand awareness, increase engagement, collect customer contact data, increase sales, change image parameters, increase loyalty, etc. It should also be determined how the achieved results will

be measured, that is, the so-called Establishing KPI-S. KPI – Key Performance Indicator is a kind of system for assessing the achievement of goals. By defining them, it is possible to assess the extent to which the set goals have been achieved and what results have been achieved.

It is necessary to divide Target Groups: according to their behavior, demographic and geographic characteristics, interests and other parameters. This information is needed so that Management knows exactly who they want the Campaign to reach and who the Digital Content should work on.

After determining the Target Group, it is necessary to establish what communication style, language and tone will be required within the framework of the Campaign. This is necessary in order to speak to users in a language that is understandable and acceptable to them, without being too serious or familiar. Although it is not necessary, sometimes the Brief also states what type of Content and Advertising they are considering or prefer. Specifying this helps the team working on the Campaign to create Digital Content that is acceptable to the customer.

It is important to write down the approximate time frame within which Management wants to complete the preparatory work for the Campaign, how long the Campaign itself should last and when each stage should take place. All of this needs to be included in the Brief, given that the company already has certain activities and various events planned throughout the year, so it is necessary that the Campaign ordered by the Management fits into the Annual Plan.

Digital Channels and Content Strategy

Digital Channels allow the company to provide users with the information and Content they want for free, but this distribution is limited by the number of subscribers and the Platform Algorithm itself. However, there are ways in which the company's Management can reach a large Audience without Advertising. For this, it is necessary to return to the PESO model. When working on a Campaign, Content should be planned in such a way that when it is published in Owned media, it will receive free Distribution in the form of user sharing (Shared media), attract the attention of actors with various Digital assets, and deserve Free Distribution from them (Earned media). All of this will be supported by paid advertising (Paid media) placed by the company in various channels, even with a Limited Budget, which will make it even easier and cheaper to Distribute Digital Content. When using this type of Strategy, the Campaign and Content should be so interesting, attractive, unfamiliar and intriguing that the user will want to express their involvement in various ways: like, share, comment, distribute, etc.

This article offers some general tips that companies should consider before starting to work on Social Media Content. These are: 1. Each published piece of Content should serve a specific purpose! You can't just post on Social Media because "it's a post." You need to carefully analyze what information you want to convey to your users and what results you want this content to bring. 2. Content directions based on current Business tasks – you need to determine what type of information you need to provide to your users. Write down all the information and try to divide it into directions, some kind of categories. Determine which information is the most important so that they can rely on it, highlight priority Content, create Message Boxes and sort them by priority. 3. Content Calendar based on already established directions – you need to create a monthly content calendar. This will help you avoid failures in Managing Social Networks and constantly have some activity.

Paid Platforms and applications are also used for Content Management, such as: Monday, Contentcal, Later and others. When working on Content, you can use paid and free online tools that will simplify Management. These include: Asana, Trello, Eclincher, etc. 4. You should use different formats and placements. You cannot hope to achieve any results when you have only published content in the

photo format for months. When planning a Content Calendar, you need to select formats – what type of information will be conveyed in which format: photo, video, 3D post, 360-degree photos, etc. They should also choose the right placement where they want this Content to appear, For example, do they want it to be placed on the page and be permanently available to the user, or do they want it to be placed on the Story and no longer be available to the user after 24 hours. 5. Visual material should be attractive and interesting at a glance. When scrolling through Social Media, no user will stop to take a closer look at the content if they see that the visual material is poorly executed and tasteless. If the team wants to manage Social Media well, then this is one of the most important aspects that they should pay attention to. Try to find out what the Target group considers to be quality visuals and offer a similar style to them. 6. You should also take into account current trends. When scrolling through Social Media, you can always notice certain trends that companies use in a similar way. These trends can be tied to some new event. For example, a newly released TV series, the visual material of which is similar to the style of which companies create using their own products. Management also needs to take into account which content formats are becoming trendy. For example, the development of Digital technologies has allowed companies to publish 3D content on Social Media. During the period when this happened, many people and brands started sharing 3D content with their smartphones. 7. It is necessary to interest, it is not recommended to think only about selling. It is necessary to always remember that people do not come to Social Networks only to buy products, they first of all want to see the interesting content that the platform algorithm offers. Therefore, Management should try to ensure that the content is aimed at the interest of users, so that they stay on the content longer and express their engagement by liking, sharing, and commenting. 8. Before creating content, it is important to think about the user. Any type of content is created with the aim of sharing information with the user. Therefore, it is logical to start thinking about what and in what form the information provided would interest them. When working on the topic of any post, first of all, imagine how the company's ideal user would like, share, and comment on the content. It is necessary to define what the ideal content for a company's brand's Digital channels should look like and include.

Conclusion

Therefore, it is necessary for the team working on the Campaign to know what Budget is set for the preparation of the Campaign and Advertising Channels. In itself, the Budget should fit into the calculations of the company's annual Digital Marketing expenses and should be formulated in such a way that it is worth the company to incur these expenses to achieve a certain goal. Overall, it is necessary for Management to remember that developing a Brief will help in properly Planning the Campaign, because the work team or the contracting company must correctly convey what they need to know before starting work on the Campaign. For this, an assignment in the form of a Brief is an ideal solution.

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