

# 5 Steps to Drive Results with an Integrated Marketing Campaign

## Engage the right audience with the right content

When building an integrated marketing campaign, the goal isn't just to "show up" in a few places; it's to tell a consistent story across all touch-points. That means blending email, digital, social, content, and events into a unified strategy that moves prospects through the funnel.

### 1.) Set Campaign Goals and KPIs

Every campaign starts with clearly defined objectives that align with the broader business strategy.

#### Common goals include:

- Generating marketing-qualified leads (MQLs)
- Increasing event registrations or attendance
- Driving product demos or content downloads
- Expanding brand reach in a new market or vertical
- Nurturing existing leads through the funnel

Once your goals are set, define the metrics to track your success.

Depending on the campaign, this might include:

- Email engagement (open/click rates)
- Conversion rates on landing pages or CTAs
- Content downloads or webinar registrations
- Cost per lead (CPL) and pipeline influenced
- Social media engagement and reach

### 2.) Define the Target Audience

Understanding who you're talking to is essential. You can define audiences based on:

- **Firmographics:** industry, company size, revenue, region
- **Roles and personas:** decision-makers vs. end users (e.g., Marketing Director vs. CRM Manager)
- **Stage in the buyer journey:** awareness, consideration, decision
- **Behavioral data:** past email engagement, site visits, content downloads, or event attendance

This segmentation ensures that each message, asset, and channel is aligned with what that specific audience cares about.

Great marketing campaigns don't happen in silos; they're carefully coordinated, creatively executed, and constantly refined.

By integrating content, events, email, digital, and social into one cohesive strategy, you create an immersive experience that resonates with your audience and drives real business outcomes.

Whether you're promoting a product launch, a flagship event, or a content series, success comes from knowing your audience, aligning your channels, and measuring what matters.

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### 3.) Build a Unified Content and Messaging Strategy

Content is the thread that ties every campaign element together. Develop a central message or theme, then create assets tailored to each stage of the buyer journey:

#### Top of Funnel (Awareness)

- Blog posts and SEO articles
- Social videos and infographics
- Paid media ads
- Event promos or conference appearances

#### Middle of Funnel (Consideration)

- Webinars, virtual events, and workshops
- Whitepapers, case studies, and comparison guides
- Targeted email campaigns
- Retargeting ads

#### Bottom of Funnel (Decision)

- Personalized demo offers
- Sales enablement content (ROI calculators, product one-pagers)
- Customer testimonials
- Follow-up sequences post-event

Events and content often work hand-in-hand. For example, a live webinar can be repurposed into a blog recap, email nurture series, and social clips to keep the campaign going. Content re-use can help you maximize your investment, extend campaign reach, and continuously engage audiences across different touchpoints, without having to start from scratch every time.

### 4.) Activate Your Campaign Across Channels

With your goals, audience, and content in place, activate your campaign across core marketing channels to reach users where they are:

#### Email Marketing

- Personalized outreach based on persona and behavior
- Nurture flows tied to content engagement or event attendance
- Promotional sequences for upcoming events or launches
- A/B testing on subject lines, send times, and content

### 4.) continued...

#### Digital Advertising

- Paid search campaigns for high-intent keywords
- LinkedIn ads targeting specific job titles and industries
- Retargeting for site visitors and content consumers
- UTM tracking to measure performance by source

#### Social Media

- Organic and paid posts tied to campaign milestones
- Countdown promotions for events or launches
- Thought leadership content from internal subject-matter experts
- Event live-tweeting or LinkedIn event pages

#### Events (Live + Virtual)

- Webinars, workshops, or product demos
- Sponsored or hosted sessions at industry conferences
- Event landing pages and registration campaigns
- Post-event follow-up via email and retargeting

### 5.) Monitor, Optimize, Report

Tracking performance in real-time allows you to make quick adjustments. Track performance across all channels using tools like HubSpot, Google Analytics, ad dashboards, and event platforms.

#### Key metrics to look at:

- Registration and attendance rates for events
- Email clicks and conversion rates
- Engagement with gated content
- CPL and ROI from paid efforts
- Pipeline or revenue influenced by the campaign

Building campaign dashboards provides ongoing insights for stakeholders, showing not just what performed well or not, but why.

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