

2025 PRAIRIECAT RESOURCE SHARING SUMMIT

# **BOOKS TO BUZZ:**

## **MARKETING CAMPAIGN BASICS**

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# WHAT IS A MARKETING CAMPAIGN?

A **strategic** sequence of steps and activities that promote your company's product or service, with a **specific goal** in mind.

*– Adobe for Business*



# THE GUIDING QUESTIONS



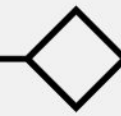
**What** are  
we trying to  
promote?



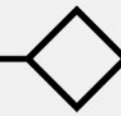
**Who** do  
we want  
to reach?



**Why** do  
we want  
to reach  
them?



**Where** can  
we reach  
them?



**When**  
can we  
promote  
this?



# WHAT ARE WE TRYING TO PROMOTE?



event



intiative



product



awareness





# WHO DO WE WANT TO REACH?

- Age
- Gender
- Economic status
- Location
- Consumer behavior
- Interests
- Needs

## *LIBRARY TRANSLATION:*

Seniors, Parents, Adults, Teens, Kids  
Regulars vs. Non-Users







# WHY DO WE WANT TO REACH THEM?

- higher attendance
- increase engagement
- buy/use a product
- more awareness





# WHERE CAN WE REACH THEM?

## DIGITAL

Social Media  
• videos, graphics  
E-Newsletters  
Blog Posts  
Website

## PRINT

Flyers  
Mailers  
• newsletter  
• postcard  
Posters

## OUTREACH

Events  
Community  
Partnerships  
Word-of-Mouth

**LET'S MAKE A PLAN.**





# **CREATE A BUDGET**

## **DETERMINE YOUR MESSAGING**

- key takeaways
- voice and tone





# CREATE CONTENT



graphics



photos



videos



infographics

## *TIPS:*

- visual variety
  - with through line and consistent messaging
- add human elements



**EXECUTE YOUR PLAN.  
WATCH & LEARN.**



# MARKETING CAMPAIGN RESOURCES

## CREATING

[Canva for Nonprofits](#)

[Adobe Creative Suite](#)

[Coolors](#)

[Grammarly](#),

[ChatGPT\\*](#)

*\*use with caution!*

## SCHEDULING

[Constant Contact](#),  
[Mailchimp](#)

[Facebook](#)  
[Business Suite](#),  
[Hootsuite](#),  
[SproutSocial](#)

[ClickUp Marketing](#)  
[Calendar Template](#)

## LEARNING

Your colleagues!

[HubSpot](#)  
[Academy](#)

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[Marketing &](#)  
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# THANK YOU, KEEP IN TOUCH!



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