So your Campaign Didn't Perform...What Now?!

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Client Roundtable

PropFuel

Prevent bad performance

Set expectations based on...

➔   Campaign Type

➔   What you are asking

   ◆   Indirect vs. Direct

➔   Who your audience is

PRO TIP:
Looking to past campaign performance in other systems as a starting benchmark is a great way to get your whole team on the same page.

Prevent bad performance

Determine your audience

➔ Target your contact list

➔ Listen to your members

➔ Honor the "no"

PRO TIP:
If you don't have enough information to target your audience, use the campaign to learn more about those individuals so that you can better communicate with them in the future.

Prevent bad performance

Make it conversational

➔ When in doubt, talk it out!

➔ Take a step back

➔ What's in it for the member

➔ Email formatting tips

PRO TIP:
The purpose of the check-in is to ask a question. That is the call to action. Don't distract them with extra links in the email.

Is it actually bad?

Sometimes, it's about **looking at the data the right way**. Most of the time, a campaign didn't actually perform poorly, and a couple simple considerations will help put it all into perspective.
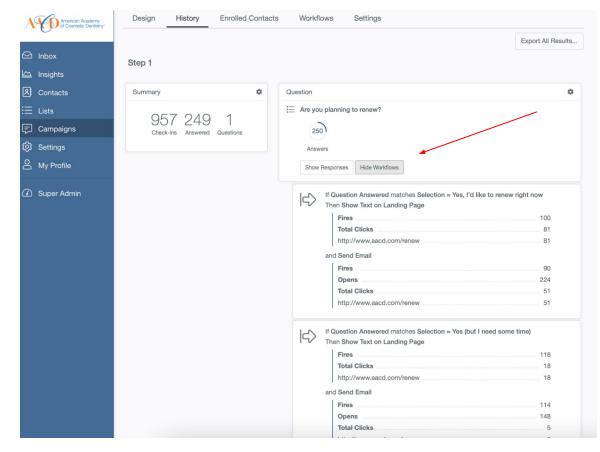
Considerations...

- Numbers v. percentages

- Clicks v. opens

PRO TIP:
The "Show Workflows" button in the "History" tab is a great place to glean more insight on which links are actually being clicked on so you can make changes for future campaigns or check-ins.

Is it actually bad? How to Look at your Data continued...

I planned ahead but it's still underperforming. Now what?!

1. Get a fresh set of eyes

2. Check on the contacts list

3. Find opportunities to be more relevant/targeted

4. Nurture responses to increase conversion

5. Consider outside circumstances impacting performance

PRO TIP:
Make edits during and even after the campaign has ended so you're one step closer to an improved effort next time!