

Did it work?

Prove it.

How to create a marketing campaign that survives “did it work?” meeting.

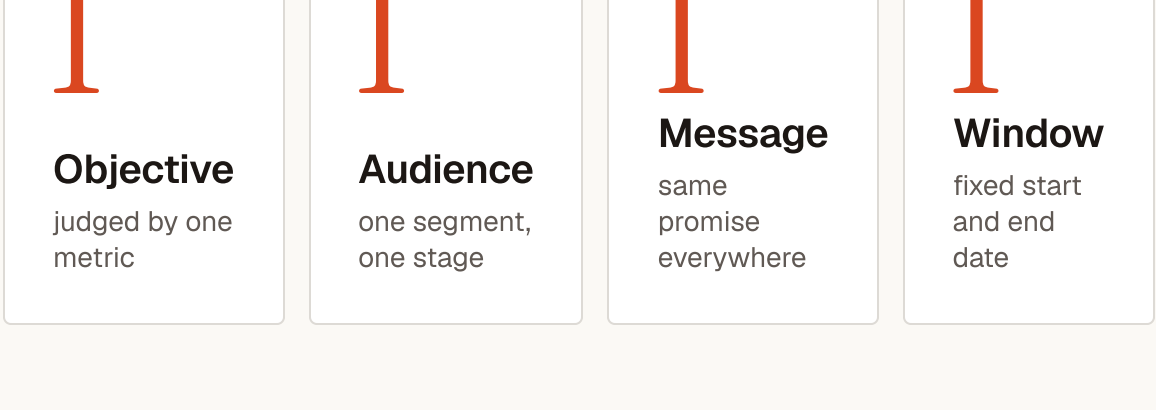
Campaigns rarely fail at launch. They fail six weeks later, when ad platform, analytics, and CRM each tell a different story.



01 · THE RULE OF ONE

Is it really a campaign?

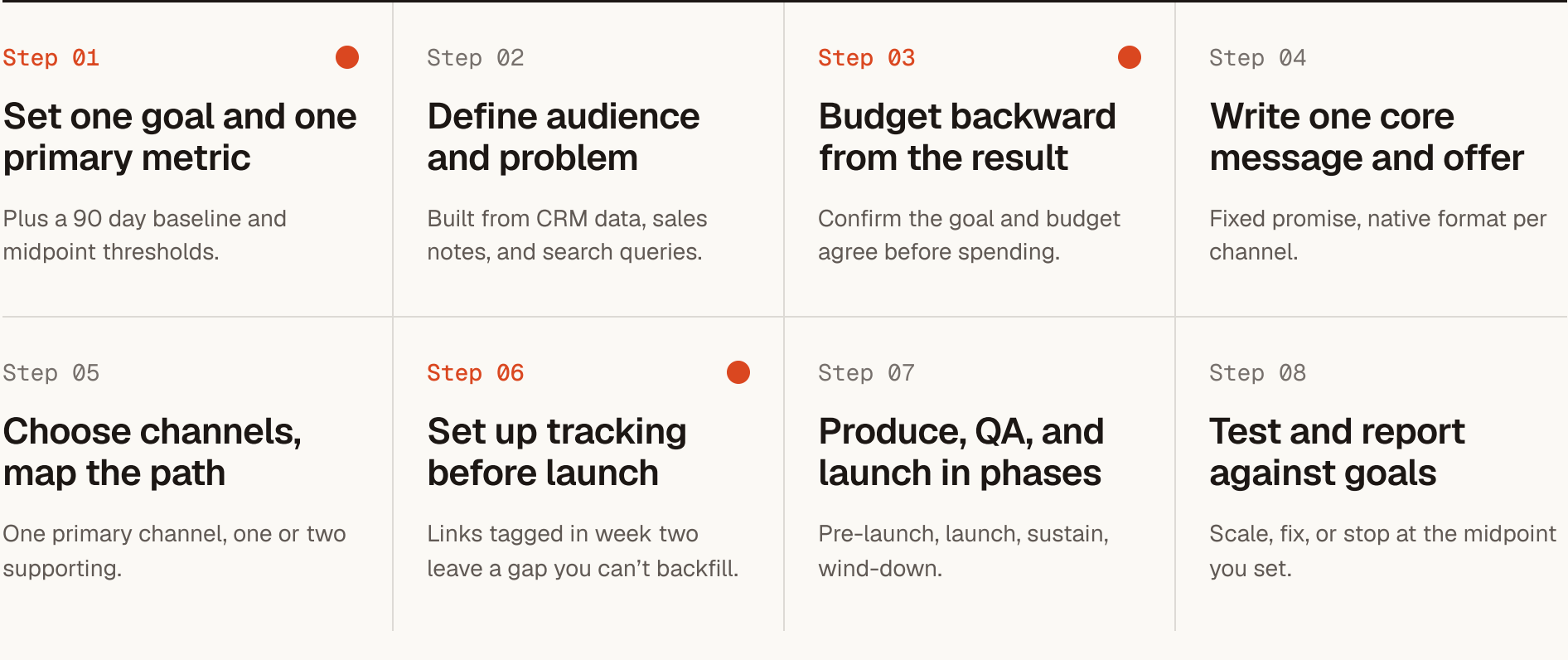
Remove any one of these four and you have marketing activity, not a campaign.



02 · THE PROCESS

Eight steps. Three are about proof.

● Measurement decision



Two of the three measurement steps happen **before anyone designs an ad.**

03 · STEP 1 IN PRACTICE

Goal sentence

Anyone on the team can tell, on any given day, whether you're on pace.

Generate **80 qualified demo requests** from **logistics operations managers** between **Oct 1 and Nov 30** at or below **\$120 per request**

NUMBER + RESULT

AUDIENCE

DEADLINE

COST CEILING

Primary metric vs health metrics

CTR and CPC show the machinery runs. They are not the result.

Pull a 90 day baseline

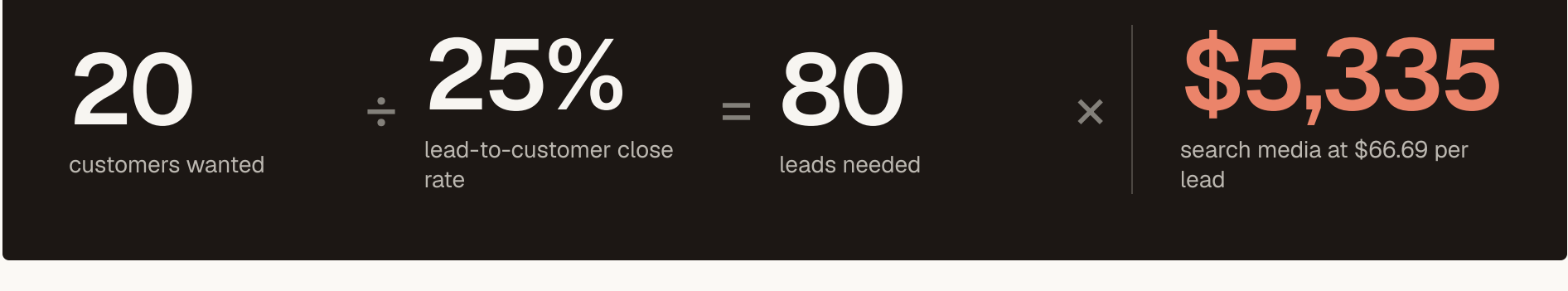
Separate campaign lift from seasonality or a good month.

Pre-set midpoint call

Written thresholds turn debate into a decision.

04 · STEP 3 IN PRACTICE

Budget backward, not top down.



Same 80 leads, very different bill

ARTS

\$26.84 CPL

CROSS-INDUSTRY AVG

\$66.69 CPL

ATTORNEYS AND LEGAL

\$131.63 CPL

\$2,150

\$5,335

\$10,530

Use your own historical CPL when you have it. Benchmarks are for first campaigns and sanity checks.

10 to 15%

of media held back as a testing reserve, so a winning variant gets funded without raiding the plan.

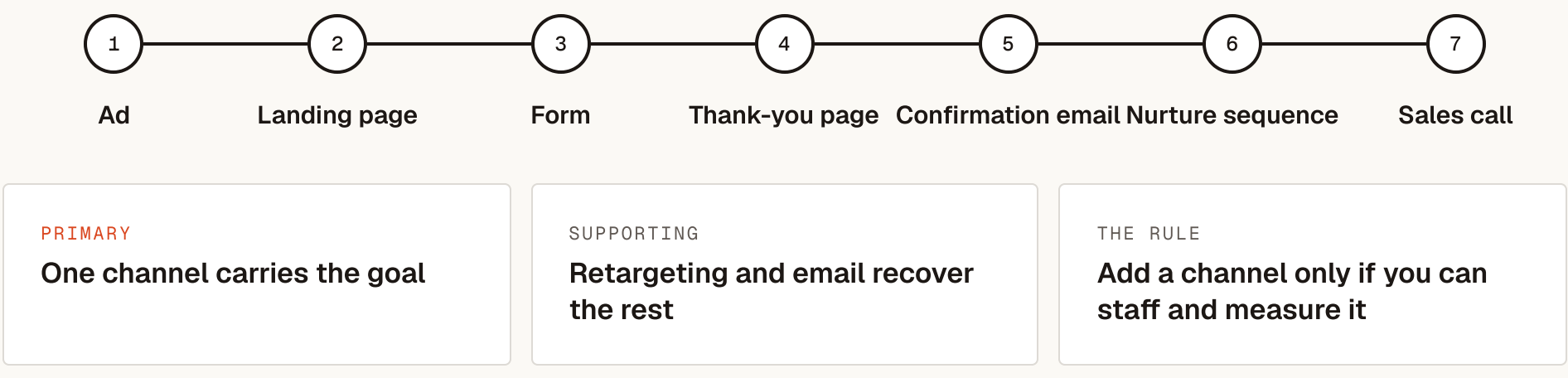
05 · GRADE IT RIGHT

Every campaign type has one scoreboard.

CAMPAIGN TYPE	JUDGE IT BY	COMMON MISTAKE
Brand awareness	✓ Reach, branded search volume	✗ Judging it on direct sales
Product launch	✓ Pre-orders, first 30-day sales	✗ Stopping after launch week
Lead generation	✓ Cost per qualified lead	✗ Counting every form fill as a lead
Seasonal promotion	✓ Revenue and margin per order	✗ Discount wipes out the margin
Email nurture	✓ Conversions per sequence	✗ Optimizing opens instead of sales
Content and SEO	✓ Organic conversions over 6 to 12 months	✗ Judging it after 30 days
Social and UGC	✓ Submissions or shares	✗ Treating likes as results
Retention and win-back	✓ Repeat purchase rate, churn	✗ One offer for every customer

06 · STEP 5 IN PRACTICE

Every arrow needs an owner.



07 · STEP 6 IN PRACTICE

Anatomy of a tagged link

Source, medium, and campaign are required. Content and term earn their place in most campaigns.

example .com/demo?utm_source=linkedin&utm_medium=paid-social&utm_campaign=q4-demo-push&utm_content=video-a

utm_source	utm_medium	utm_campaign	utm_content	utm_term
Where click came from	Type of channel	Campaign itself	Specific ad or link	Paid keyword
linkedin, newsletter REQUIRED	cpc, email, paid-social REQUIRED	q4-demo-push REQUIRED	video-a, footer-cta OPTIONAL	route-planning-software OPTIONAL

Naming rules, set before anyone builds a link

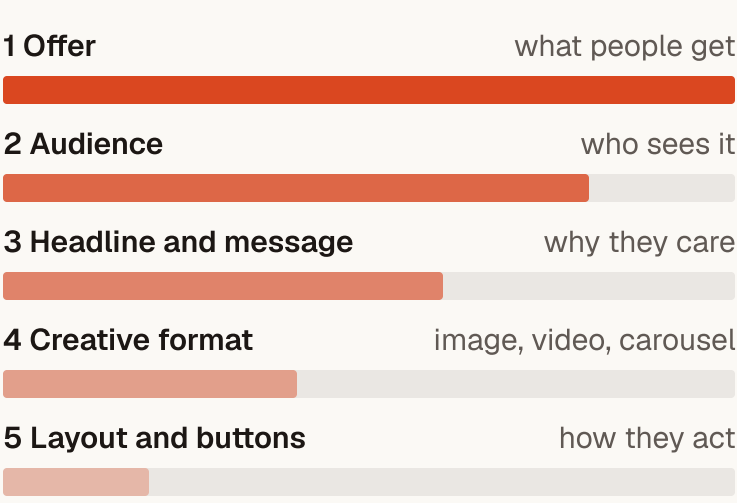
- lowercase only
- hyphens not spaces
- one spelling per source
- one shared sheet

Don't rely on click IDs alone

Safari strips gclid and fbclid in Private Browsing. Campaign UTMs pass through. Tag every link, and save UTM values to CRM record through hidden form fields.

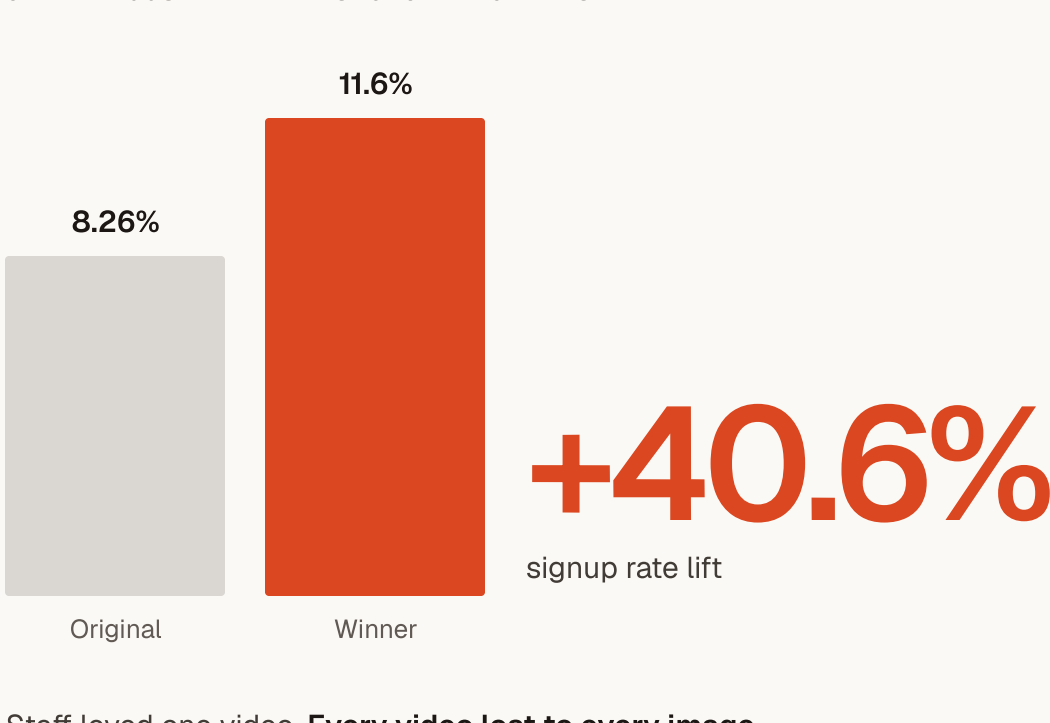
08 · TESTING

Test the biggest lever first.



Change one variable at a time. Pick the success metric and sample size before launch.

OBAMA 2008 · EMAIL SIGNUP PAGE TEST



Staff loved one video. **Every video lost to every image.**

The test ran on 310,382 visitors, about 13,000 per variation. Small campaigns rarely have that traffic.