

KALLE VIIRA CREATIVE STUDIO



5. Creating a campaign concept

THE FUN PART OF THE PROCESS BRINGS THE DATA AND IDEAS TOGETHER

KEEP AN OPEN MIND WITH THE IDEAS BUT HAVE THE PLAN AS A BASE

- > what is a memorable and interesting way to present the message
- > keep it simple, deliver one message at once and use images to deliver and strengthen the message

REMEMBER THE GOAL AND THE AUDIENCE

- > it is very busy in social media
- > the attention (the result or benefit) needs to be connected and identified with the audience

MARKETING PLAN 2023

COMPANY: _____

1 PLANNED GOAL 2023

WHAT DO I WANT TO ACHIEVE BY MARKETING

For example: turnover, result, market position, exposure, number of customers, improving brand image

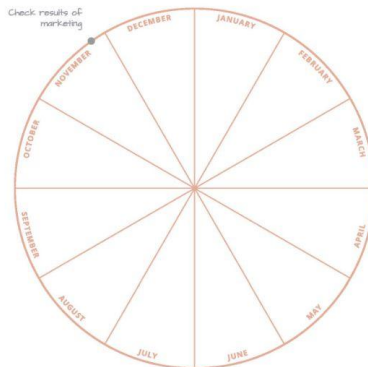
4 STRATEGY

A CHANNEL-BASED PLAN

| | 1 | 2 | 3 | 4 | 5 |
|--|---|---|---|---|---|
| MARKETING CHANNEL | | | | | |
| TARGETED GOAL What I want to reach via this specific marketing channel | | | | | |
| REALIZATION How I will reach my target | | | | | |
| COSTS How much funds/time I will invest in marketing | | | | | |
| MONITORING The tools I will use to monitor the results of marketing | | | | | |

SCHEDULE

ANNUAL MARKETING CLOCK



2 TARGETING

WHAT AM I MARKETING, TO WHOM

3 CHANNELS

WHERE DO I ENGAGE WITH THE CUSTOMER

- | | | | | | |
|---|--|---|--|--|--------------------------------------|
| <input type="checkbox"/> Company website | <input type="checkbox"/> YouTube | <input type="checkbox"/> Search engine optimization | <input type="checkbox"/> Phone/SMS | <input type="checkbox"/> Display windows | <input type="checkbox"/> Events |
| <input type="checkbox"/> Campaign website | <input type="checkbox"/> Snapchat | <input type="checkbox"/> Banner adverts | <input type="checkbox"/> Client magazine | <input type="checkbox"/> Street marketors | <input type="checkbox"/> Trade fairs |
| <input type="checkbox"/> Online Store | <input type="checkbox"/> Pinterest | <input type="checkbox"/> Video adverts | <input type="checkbox"/> Posters | <input type="checkbox"/> Neon sign | <input type="checkbox"/> Email |
| <input type="checkbox"/> Facebook | <input type="checkbox"/> TikTok | <input type="checkbox"/> Print adverts | <input type="checkbox"/> Flyers, brochures | <input type="checkbox"/> Networking & co-operation | <input type="checkbox"/> |
| <input type="checkbox"/> Instagram | <input type="checkbox"/> Content marketing | <input type="checkbox"/> Radio | <input type="checkbox"/> Business cards | <input type="checkbox"/> Magazine articles | <input type="checkbox"/> |
| <input type="checkbox"/> Twitter | <input type="checkbox"/> Search term marketing | <input type="checkbox"/> TV | <input type="checkbox"/> Digital screens | <input type="checkbox"/> Events | <input type="checkbox"/> |

MONITORING

FOLLOW RESULTS AND ADJUST STRATEGY WHEN NEEDED

CUSTOMER

THE MOST IMPORTANT CUSTOMER SEGMENTS



NEED

THE PROBLEM I WILL HELP TO SOLVE



CUSTOMER PROMISE

Why the customer should do business with me and what I can promise.

PRODUCTS

THE PRODUCTS I WANT TO MARKET



COMPANY

HOW I WANT TO BE VIEWED



Creating a concept



Youthful, fun, seasonal campaign to stand out from the competitors who have almost same product, in our brand story we have the focus on how important eyesight is instead of the most fashionable frames.

Summer is coming

Cool people with glasses

Let's make flowers from frames

Focus on the models or brands

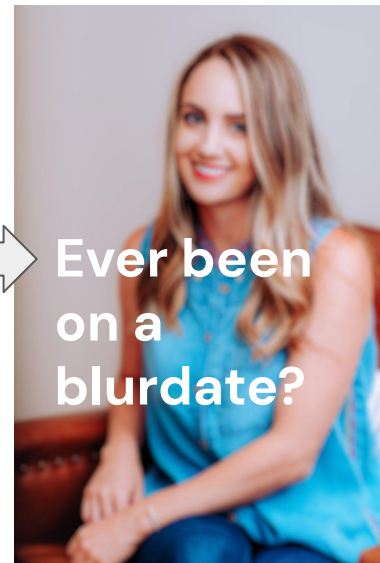
What would you miss without glasses

I always forget my glasses



I am going to Paris

Lets give discount or do a comp



What images we can get

Is this fun

What about jokes about not seeing your date

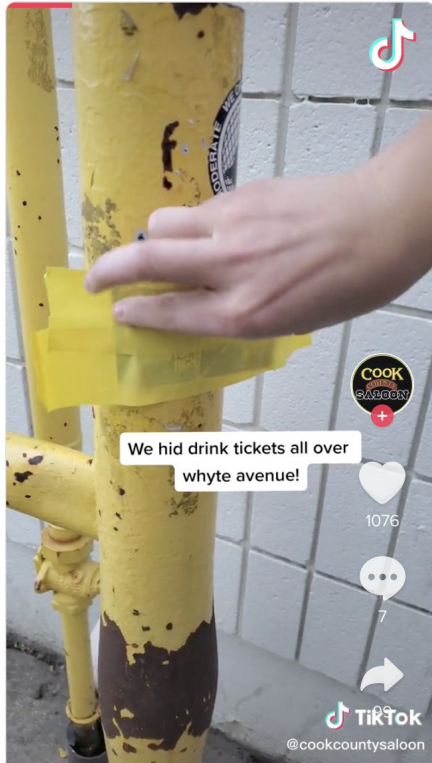
What is worth seeing

Would it work for older and younger people

How to work on instagram

Blurred concert videos...

Do you recognise this places / people without glasses comp...



xciting videos on Tik [Watch now](#)

@cookcountysaloon

Thirsty anyone? 🍷 #yegscavengerhunt #yegbar #cookcountysaloon #ed ...See more

🎵 She's Country - Jason Aldean

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SO BASICALLY IT'S LIKE CHAPTERS AND AUDIBLE AND NETFLIX AND SPOTIFY HAD A BABY BUT YOU CAN BORROW ALL THE STUFF FOR FREE.



1:21 AM · Aug 19, 2022

❤️ 1K [Reply](#) [Copy link](#)

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So you wana act grown...well now you can look grown too👌. The grown-up kids special by: @rusty_fred GOT TO REACH EM SOMEHOW... #ittakesavillage #thiscantbelife #hairloss #rusty_fred #rustyfred #toughlove #lessons #learningexperience #tryme #grownkids #kidsbarber #barberlove #barbergame #a1 #alkutz #alkidzz #a1_kutz #hair #haircut #naturalhair #barbershopconnect #lifelessons #yougonelearntoday

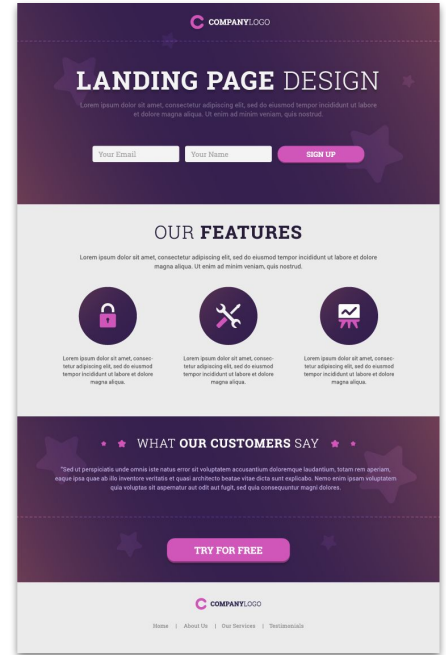
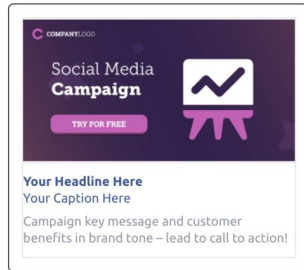
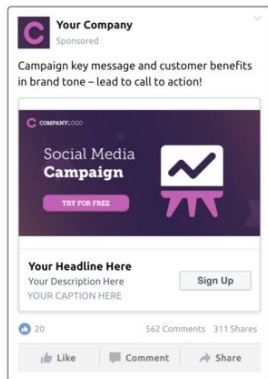
❤️ 343 likes [237 comments](#)

Instagram

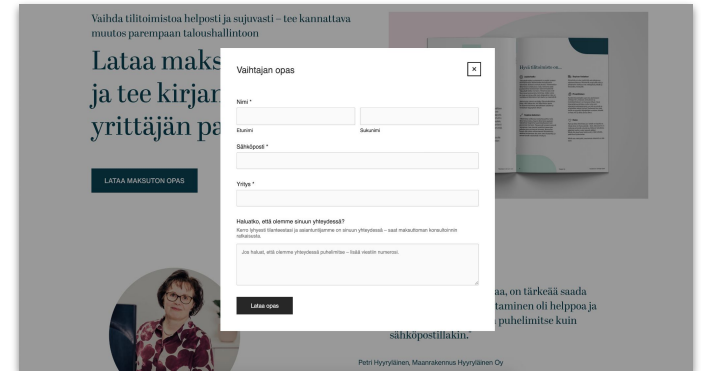
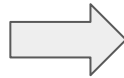
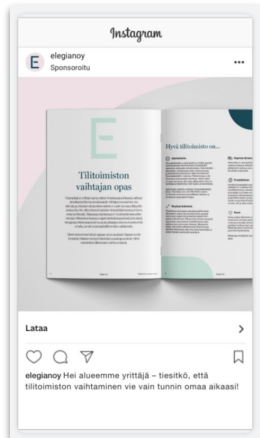
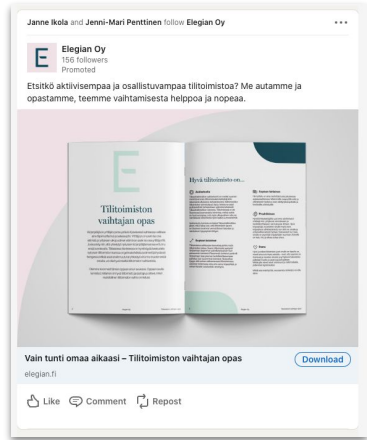


Consistency builds trust

Guide people correctly!



Content offer



Some samples to proof the point

What is needed, what needs to be produced...

White key copy...

- straight forward
- our promise
- my tone

Turn into a story...

"I used to be an entrepreneur and a startup founder, I work for marketing agencies, before I found what really is the best way to help new companies to enter the market

Gather visual ideas...

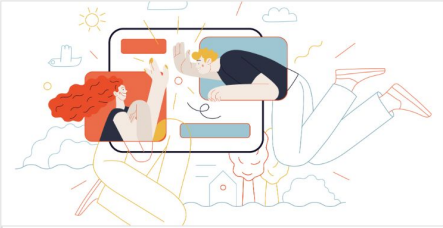
Hashtags:

#entrepreneurship
#newbusiness
#marketentry
#websitedesign
#startups

<https://influencermarketinghub.com/facebook-ads-mockup/>

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Starting a new business, like 30000 others this year – beat the competition with compelling brand and a functional website!



Website and brand for a new entrepreneur 990€ + vat
Create a growth base for sustainable business.


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👍👍👍 20 562 Comments 311 Shares

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Like Comment Share

KALLE VIIRA CREATIVE STUDIO Työskentäminen Värit ja paletit Viisi ja palvelus Ota yhteyttä 5 5 5



VALMIS PAKETTI UUDELLE YRITYKSELLE


Kätilä onnistuu uuden yrityksen luomiseen markkinalle nopeasti ja edullisesti.

- YRITYSKÄSI: logo, verkkosivut, typografia
- YRITYKSESI LUOTO: 15 sivua, kartta, kansi, grafiikka, haastattelut, verkkosivut, sisäinen suunnitelma
- SISÄLTÖ: sivut, sisäiset, sisäiset ja verkkosivut
- KOKO: profiili ja haastattelut

SIVUSTO JA BRÄNDI 990 € + ALV.

KALLE VIIRA CREATIVE STUDIO Work samples Ready-made packages My and my services Contact 5 5 5

IDEAS AND KNOW-HOW TO BECOME A FUNCTIONAL COMPANY



Start by building a compelling brand and a functional website!

Every year, I help dozens of new companies to the market with clear and cost-effective package solutions. Let's get your company's themes, look and message in order in order – with create a growth base for sustainable business.