Multi-Channel Spring Campaign: Case Study

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Introduction

Inclusive Tomorrow is a charitable organization that funds projects for people with disabilities through raffle ticket sales. Customers can purchase tickets as a one-time entry or subscription, supporting a meaningful cause while also getting the chance to win up to €1.5 million—a true win-win.

Since customers don't actively search for charitable raffles, paid marketing plays a crucial role in driving awareness and conversions. At the same time, as both a lottery and a nonprofit, the organization must build trust and transparency to reassure buyers that their contributions truly make an impact. To uphold its ethical responsibility, Inclusive Tomorrow adheres to strict legal and regulatory guidelines, ensuring all messaging is truthful, compliant, and respectful of global standards.

The holiday campaign was the biggest of the year, leveraging the gifting season to boost sales. However, despite a viral TV ad and influencer shares, it did not meet expectations. This made the Spring Campaign critical for recovering lost revenue and optimizing marketing efforts while maintaining the organization's commitment to trust and ethical integrity.

My Role

As a Digital Marketer at Inclusive Tomorrow, my role focused on analyzing past campaign data to identify key insights and develop a data-driven, multi-channel marketing strategy. I ensured consistent messaging across social media, search ads, and email marketing, aligning all efforts with the brand's core values.

I also created detailed creative briefs, guiding content development to ensure all assets supported the overall strategy. By monitoring performance metrics and interpreting data, I continuously optimized tactics to improve engagement, conversions, retention, and reorders, refining our approach for stronger results over time.
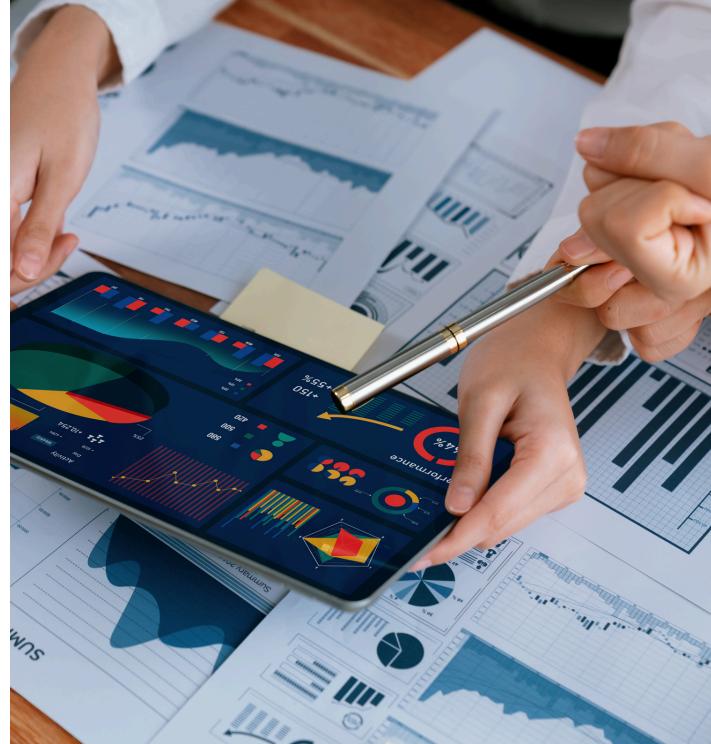
01

Data Analysis & Insights

02

Multi Channel Strategy

03

Creative Briefing and Content Alignment

04

Performance Optimization

Objectives and Challenges

The main objective of the Spring Campaign was to recover from the underperformance of the holiday campaign by improving marketing efficiency and audience engagement. This meant reallocating the budget from low-performing channels (like Google Display Ads) to high-impact platforms, refining targeting strategies, and ensuring the messaging resonated with both charity-driven customers and those motivated by the lottery prize. The goal was to sell 53,000 raffle tickets while keeping costs low and maximizing Return on Ad Spend (ROAS). Additionally, maintaining compliance with gambling ad regulations was essential to ensure ethical and transparent marketing.

The biggest challenge was balancing performance optimization with audience segmentation. The campaign had to appeal to two distinct groups while maintaining a unified message across social media, paid ads, and email marketing. Budget allocation required constant data analysis and adjustments to improve conversion rates while staying cost-efficient. At the same time, strict legal and ethical guidelines around lottery advertising meant that all content had to be engaging yet compliant, ensuring trust while encouraging participation.

Solution

01

Data–Driven Strategy & Channel Optimization

To overcome past challenges and improve future campaign performance, the Spring Campaign strategy was built on data-driven insights, refined audience targeting, and optimized channel allocation. Here's how this structured approach unfolded:

The process began with an in-depth analysis of the holiday campaign, identifying areas where performance lagged—such as Google Display Ads—and reallocating resources to high-impact channels like Facebook, Instagram, and Google Search Ads. This shift ensured that the marketing budget was focused on the platforms most effective in driving conversions and audience engagement.

02

Strategic Execution

By evaluating cross-channel interactions, I identified key trends to develop a full-funnel approach that engaged potential buyers at every stage—from awareness to retention. This strategy was structured around:

Social Media – Increasing engagement and conversions through targeted content.
Search Ads – Capturing intent-driven customers looking for charitable raffles.
Email Marketing – Strengthening retention and driving repeat purchases.

A compelling storytelling approach unified messaging across all platforms, ensuring transparency and trust while aligning with the North Star Metric (NSM)—increasing monthly active subscriptions.

Deliverables: Target Personas

The goal of this task was to develop two detailed buyer personas to ensure targeted messaging and strategic channel allocation for the Spring Campaign. By understanding the motivations and behaviors of different audience segments, we aimed to create personalized content that drives engagement and conversions.

01

Lisa (The Socially Conscious Giver)
Age: 38 | **Location:** Berlin | **Occupation:** Marketing Manager
Motivation: Supports **ethical causes** and prefers **purpose-driven brands**.
Marketing Approach: Emotional storytelling, trust-building campaigns, and social proof via blogs, organic Instagram, and email marketing.

02

Thomas (The Optimistic Player)
Age: 45 | **Location:** Hamburg | **Occupation:** Engineer
Motivation: Loves the thrill of winning but appreciates supporting a good cause.
Marketing Approach: Clear prize-driven messaging, urgency-focused ads, and Google Search & Facebook paid ads targeting lottery players.

Skills & Tactics Learned

- Storytelling for audience engagement
- Data-driven persona development based on motivations & behavior
- Channel segmentation to target personas effectively

Reflection

Developing these personas highlighted the importance of balancing different customer motivations within a single campaign. By segmenting the audience and tailoring messaging accordingly, we

ensured the Spring Campaign resonated with both purpose-driven donors and lottery-motivated players, leading to a more effective multi-channel strategy.

Deliverables: Competitor Research

Goal

The goal of this research was to analyze Deutsche Fernsehlotterie, a leading social lottery in Germany, to identify strengths, weaknesses, and opportunities for Inclusive Tomorrow's Spring Campaign. Understanding their approach helped refine our marketing strategy, messaging, and channel allocation to gain a competitive edge.

Research Insights

Deutsche Fernsehlotterie has a strong reputation and high brand trust, largely due to its long history and consistent presence in TV and traditional media advertising. Their well-established subscription model keeps customer retention high, and their messaging effectively conveys the charitable impact of their lottery. However, their digital marketing strategy is outdated, with low engagement on social media and minimal presence on modern platforms like TikTok. Their focus remains on long-term subscribers, rather than attracting impulse buyers or younger audiences, which presents an opportunity for Inclusive Tomorrow to stand out by leveraging social-first content, influencer collaborations, and interactive storytelling.

Skills & Tactics Learned

Through this competitor analysis, I learned the importance of competitive positioning and differentiation. Understanding how Deutsche Fernsehlotterie structures its campaigns helped refine our approach, allowing us to capitalize on their weaker digital strategy while leveraging our strengths in multi-channel marketing and audience segmentation.

Reflection

This research reinforced that Inclusive Tomorrow had a clear opportunity to stand out by focusing on younger, digital-first audiences. While Deutsche Fernsehlotterie relies on traditional media, we positioned Inclusive Tomorrow as a more modern, interactive, and socially engaging brand. By incorporating TikTok, influencer marketing, and high-engagement content formats, we ensured that our Spring Campaign reached a demographic that our competitor was not actively targeting.

Deliverables: Multichannel Performance Analysis

Goal

The goal of this analysis was to evaluate the performance of the holiday campaign and identify areas for improvement to refine the strategy for the Spring Campaign. By assessing key metrics such as Cost Per Order (CPO), bounce rates, conversions, and engagement, I was able to determine which marketing channels were most effective and where optimizations were needed. These insights guided budget allocation and tactical adjustments to improve overall campaign performance and maximize ROI.

Key Learnings

One of the most important takeaways was the role of cost-effectiveness in paid marketing. Lowering CPO is crucial for driving better returns on investment, ensuring that ad spend is optimized for maximum conversions. Additionally, high bounce rates negatively impact both SEO and conversion rates, highlighting the need for a better user experience to keep potential customers engaged.

The analysis also reinforced the importance of balancing organic and paid channels. While organic strategies provide long-term, sustainable growth, paid channels can generate quick wins and short-term spikes in engagement. A well-balanced approach ensures steady, lasting results. Lastly, I learned the value of continuous monitoring and data-driven adjustments—by actively tracking channel performance, I was able to make real-time optimizations that improved efficiency and outcomes throughout the campaign.

Reflection

This process underscored how data analysis plays a critical role in shaping campaign success. By identifying strengths and weaknesses in the holiday campaign, I was able to develop a more effective strategy for the Spring Campaign, ensuring better resource allocation, audience engagement, and overall performance.

Deliverables: Correlation Analysis

Assignment & Goal

The goal of this analysis was to understand how different marketing channels influenced each other and their collective impact on conversions. By conducting a correlation analysis, I examined the relationships between paid social media, paid search, and other key channels. Using Google Spreadsheets and multi-line graphs, I tracked performance trends over time, allowing me to visualize how different channels interacted and identify areas for optimization.

Key Learnings

This analysis provided critical insights into which channels were driving the most conversions and which were underperforming. One of the biggest takeaways was the importance of data correlation and attribution, as it became clear which channels had the strongest impact on overall performance. I also discovered that channels do not operate in isolation—some channels played a supporting role in boosting the effectiveness of others, reinforcing the idea that a holistic, multi-channel approach is essential for success.

Additionally, this process highlighted the importance of resource allocation. By identifying high-performing channels, I was able to reallocate budget and effort to maximize results, while also adjusting underperforming areas for better efficiency. This data-driven approach allowed for more precise campaign refinements and informed key strategic decisions for the Spring Campaign.

Reflection

This analysis reinforced the value of understanding channel interdependencies and using data to guide marketing strategy. By recognizing which channels worked best together, I was able to build a smarter, more efficient strategy for the next campaign—one that optimized spend, improved conversions, and leveraged cross-channel synergies for better overall performance.

Deliverables: Spring Campaign Storytelling Strategy, Project Plan & Creative Briefs

Assignment & Goal

For the Spring Campaign, I developed a comprehensive multi-channel marketing strategy and created a structured project plan to ensure smooth execution. Using a Kanban board in Asana, I tracked progress, organized tasks, and managed deadlines effectively. This structured approach provided a clear overview of task dependencies, ensuring that each phase of the campaign was launched on time and in the correct sequence.

Key Learnings

One of the most valuable insights was the importance of storytelling in marketing. Crafting a clear, compelling narrative for the Spring Campaign helped maintain consistent messaging across all channels while making the campaign more engaging and relevant to the target audience. The ability to align storytelling with audience values and interests played a crucial role in boosting engagement and conversions.

Additionally, implementing a Kanban project management system in Asana significantly improved task tracking and efficiency. Managing task sequencing and dependencies was critical in ensuring a smooth workflow, preventing delays, and keeping the campaign on schedule. Another key takeaway was the value of cross-department collaboration—engaging early with different teams and proposing resource-sharing strategies helped avoid bottlenecks and ensured that everyone was aligned toward the same campaign goals.

Reflection

This project reinforced the need for a well-structured plan and adaptable execution. By combining effective storytelling, project management tools, and cross-team coordination, I was able to ensure a seamless campaign rollout while optimizing performance across multiple marketing channels.

Takeaways

Challenges Encountered

As a beginner marketer, one of the biggest challenges I faced was analyzing large sets of campaign data and extracting meaningful insights to guide decision-making. With data coming in from multiple channels, it was sometimes overwhelming to identify key metrics, recognize patterns, and translate them into actionable recommendations—all while managing other campaign responsibilities.

To overcome this, I focused on improving my data analysis workflow by breaking down complex datasets into smaller, more digestible segments. Using tools like Google Sheets, I tracked key performance indicators more effectively, allowing me to spot trends and correlations that weren't immediately obvious. Looking ahead, I plan to refine this process further by leveraging advanced data visualization tools and automating certain aspects of data collection, which would free up more time for deeper analysis and strategic decision-making.