

10 steps to a successful campaign

1

Listen

Set up a listening post to observe what your target community is discussing. Engage before asking for support.

2

Set clear goals

Define your goals you and determine the metrics you want to measure to see how your campaign is doing.



3

Create a clear call to action

Motivate people to act with clear, simple steps. Boil down your cause to a strong single sentence. Ask strangers if they understand what you want them to do.

4

Inspire with personal stories

Make an emotional connection with readers by telling compelling personal stories that they'll want to share. Use videos, photos, mashups (Animoto) to achieve maximum impact. Make us *feel*.

5

Find your champions

Use your listening post to identify high-value influencers for your cause. Establish a rapport and only then reach out. Scope out Twitter Lists focused on your cause. Enlist your supporters to spread the word.

6

Use multiple integrated channels

Use the right mix of media to spread your message: email, blog, Facebook, Twitter, G+, mobile. Don't keep your channels in silos — integrate and cross-promote. Use social plug-ins.

7

Create a conversation hub

You need to talk and interact not just promote. See if you can get your community to share ideas and enlist influencers.



8

Use immediacy

Use headlines: Play off current events that affect people. *Imperfect and on-time is better than perfect and late*. Use deadlines: Set a hard stop date for your campaign to prompt people to act today, not tomorrow.

9

Show success and movement

During your campaign, report back to supporters on the progress you're making. Send emails with updates thanking them for their help in what you've achieved so far and what milestones you still have to hit.

10

Look at the data. Test. Refine.

Your campaign will need adjusting as you go along. Test, test, test. Send messages to subgroups of your email list. See which posts generate the most shares or tweets. Use the results to shift your approach.

