

STRATEGY PROCESS.



OUR PROCESS.

CLIENT PROFILE

We meet with the client, build a detailed profile of their goals, budget, & historical marketing efforts. From this information, we define target demographics, the best platforms to utilise, and outline a budget proposal, breaking down the budget into test campaigns, and managing budget for content creation against paid ad spend & strategy.

CAMPAIGN IDEAS

We take the above information and conceptualise multiple campaign ideas to execute that are believed to be effective ideas. We then collectively sit down as the team in charge of the client account and rate the campaign ideas out of 10. The top 3 campaigns are short-listed and are moved into our unique 4 phase system, called **TRIE**.

THE TRIE METHOD.

PHASE I.

TEST

Take the top 3 campaigns from the brainstorm session, and run tests on them, outlining the hypothesis in as much detail as possible using all data available. If there is no data available, make educated assumptions.

PHASE II.

REVIEW/REPEAT

Review the results of the campaigns. Adjust the content and budget applied to the campaign to test the campaigns again in different conditions. Repeat the test phase for the same duration with the adjustments you have chosen.

PHASE III.

INSPECT

Spend 1-2 days assessing the data collected from all the campaigns from phases 1 and 2. In this time, you should pick the most viable campaign to attain your target goal, and prepare to double down for the final phase.

PHASE IV.

EXECUTE

At this stage, the campaign should be executed aggressively, with all remaining budget for the campaign being spent in accordance with the data collected from the smaller previous samples to maximise the return on investment.