

The Definitive Guide to Integrated Campaigns

Presenting the Business Case, Frameworks, & Best Practices
to Deliver High-Performing Campaigns





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Introduction

What do we mean when we say “integrated campaigns?” We define them as a series of coordinated, omnichannel activities, designed to elevate marketing performance by breaking down internal silos and delivering a unified brand experience through content.

Why do integrated campaigns matter? The truth is, customers don't care about our organizational silos. They care about the brand experience they're presented with. They know when a marketing or creative campaign doesn't feel right — when the elements don't fit together or the content doesn't feel natural or native to the platform — and this affects business results.

As marketers, we've transitioned to invest heavily in audience-centric or needs-based content to engage with ad-avoiding customers. But we still have a long way to go when it comes to creating the kind of brand experiences that consumers now demand.

That brings us to integrated campaigns — the approach that the most progressive marketing organizations are shifting towards in order to elevate their brands. And since [77% of consumers](#) have chosen, recommended, or paid more for a brand that provides a great experience, we predict that those who make the shift will outperform the rest.

PRO TIP

If you're currently a NewsCred customer, refer to the Pro Tips throughout the guide to see how best to leverage the CMP throughout the integrated campaign process.

Why now?



67%

of customers say their expectation of a “good experience” is higher than it has ever been.

[Salesforce](#)



77%

of consumers have chosen, recommended, or paid more for a brand that provides a great experience.

[Forrester](#)

90%

Purchase intent improves by 90% when consumers view consistent messaging across multiple channels.

[IAB](#)



2X

Marketers who are “integrators” grow their revenues at twice the average rate of S&P 500 companies: at least 10% annually versus 5%.

[McKinsey](#)

About this guide

Marketers need to take a closer look to ensure that their campaigns are actually bringing all the relevant channels and content together in a meaningful way.

It's an integrated marketing approach and though it's not a new concept — with the influx of marketing technologies, explosion of channels, and rising expectations — it's just a matter of how quickly organizations can make the shift. This is why it's critical to adopt a framework and supporting technology that ensures that every touchpoint is consistent and executed with streamlined processes.

In this guide, we take a deep dive into integrated campaigns: how we define them, why they matter, and how to go about successful planning and execution.

We'll cover three key topics:

- + **The business case for integrated campaigns**
- + **The NewsCred Integrated Planning Framework**
- + **Best practices for integrated campaigns**

This guide is designed for organizations and anyone who is interested in integrated campaigns, whether you're just getting started or are looking for ideas to optimize your current processes.

Ready to transform your marketing?

3 reasons to invest in integrated campaigns

Most larger organizations have multiple campaign plans across many lines of business, each of which have their own campaign processes. So why go through the trouble of creating a shared campaign model? Well, organization-wide governance with a repeatable model increases efficiency, drives performance, and reduces duplicative work. It's a marker of a truly sophisticated marketing organization.

1

Integrated campaigns perform better.

Research shows that consumers viewing a consistent message across a variety of channels can improve purchase intent by 90%. ([IAB](#))

2

Integrated campaigns prevent content waste.

Enterprises spend between \$150M and \$250M on content related activities per year, but 20% of all content produced is never distributed. ([Accenture](#))

3

Integrated campaigns are more likely to deliver a better customer experience.

Customer satisfaction is 23x higher in companies who run omnichannel strategies. ([Aberdeen Group](#))

REASON #1

Integrated campaigns perform better

The value of integrated campaigns is simple. They perform exponentially better.

Why? The premise on which integrated campaigns are built is cross-functional collaboration. By weaving the efforts of your entire marketing team (demand gen., social media, content, email, creative, etc.) and even external teams such as public relations (yes — [press releases can complement your marketing strategy](#)) and communications, you can reach a larger audience with a more unified strategy and a higher quality, omnichannel campaign.

Here are some stats that prove the power of integrated campaign performance:

1. Research shows that consumers viewing a consistent message across a variety of channels can improve purchase intent by 90%. ([IAB](#))
2. Companies with extremely strong omnichannel customer engagement see a 9.5% year-over-year increase in annual revenue, compared to 3.4% for weak omnichannel companies. ([Aberdeen Group](#))
3. Marketers who are “integrators” grow their revenues at twice the average rate of S&P 500 companies: at least 10% annually versus 5%. ([McKinsey](#))

CUSTOMER SPOTLIGHT

The content from Panasonic’s first integrated campaign elicited a 31% engagement rate, outperforming the 24% industry average.

REASON #2

Integrated campaigns prevent content waste

A fully-integrated campaign should break down organizational silos and foster collaboration. Let's break down what this means in the context of integrated campaigns.

The uncomfortable truth is that integrated campaigns, by nature, can be disruptive. They force teams who might never otherwise communicate to work together. This can be a trying process as it involves reshaping the way people work, but it's well worth it when you consider the statistics reported in the previous section.

If you're championing the integrated campaign effort, you need to make it your job to bring new teams into the fold. The more integrated your organization becomes, the easier it will be to ensure a single-customer view, which is the key to consistent messaging and success across marketing, sales, and the overall business.

Consider the following statistics that show the amount of waste that marketing teams are currently responsible for due to a lack of collaboration and inefficient processes:

- 1.** Enterprises spend between \$150M and \$250M on content related activities per year, but 20% of all content produced is never distributed. ([Accenture](#))
- 2.** In a survey of 1,000 marketers worldwide by Rakuten Marketing, respondents estimated they waste an average of 26% of their budgets on ineffective channels and strategies. ([Rakuten Marketing](#))
- 3.** 25% of CMOs' digital media investment reaches target audiences, representing more than \$20 billion of marketing waste, inefficiency, and ineffectiveness. ([ANA](#))

REASON #3

Integrated campaigns are more likely to deliver a better customer experience

Integrated campaigns are now the standard – not the exception. It's what customers expect.

A study from Salesforce revealed that customer standards for a good experience are higher than they've ever been.

What does this mean? Marketers need to start shifting to integrated campaigns and add more rigor to their processes in order to meet the demands of their audiences: on-brand and innovative campaigns with personalized and consistent messaging, delivered to them through relevant channels.

Here are some statistics that prove the value of integrated campaigns from a customer's point of view:

- 1.** Customer satisfaction is 23x higher in companies who run omnichannel strategies. ([Aberdeen Group](#))
- 2.** 73% of consumers shop on more than one channel. ([Harvard Business Review](#))
- 3.** Integrated and customized campaigns are 57% more effective than non-integrated campaigns, but less than half of the campaigns are both integrated and customized. ([Kantar Millward Brown](#))



A best practices checklist for integration

Before you start executing, ask yourself if your campaign is:

- Unifying**
Campaigns should contain a unifying idea for maximum impact.
- Consistent**
Campaigns should have consistent messaging and design for a better brand experience.
- Custom**
Campaigns should be custom fit by tailoring to format, channel, and audience.
- Measurable**
Campaigns should align to goals determined during the planning stage so you can measure their impact and return on investment.
- Streamlined**
Campaigns and their processes should be supported and enabled by technology.
- Collaborative**
Campaigns should break down organizational silos to reach the ideal state of integration.

How to plan and execute integrated campaigns

| Marketing organizations are rarely created equally.

Team size, budget, organizational growth stage, geographic footprint — all of these factors play a role in how marketing teams develop their campaigns to support their current business objectives. Often, we see three levels of campaigns throughout a marketing org's transition to full integration.

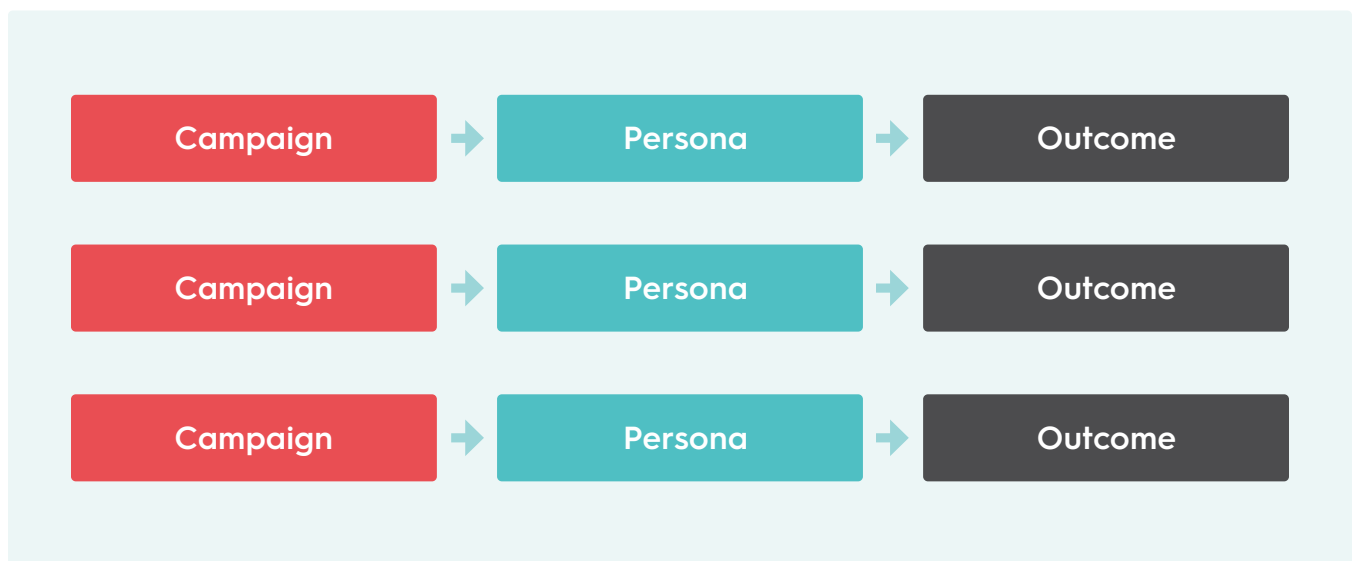




LEVEL 1

Need-based campaigns

Need-based campaigns are aligned to buyers' needs and typically follow a one-off approach. Each campaign strategy is developed individually to target a specific persona and achieve a specific outcome. This can take the form of a short, time-bound efforts to connect with potential buyers, or ongoing persona-based nurturing tactics such as email campaigns.



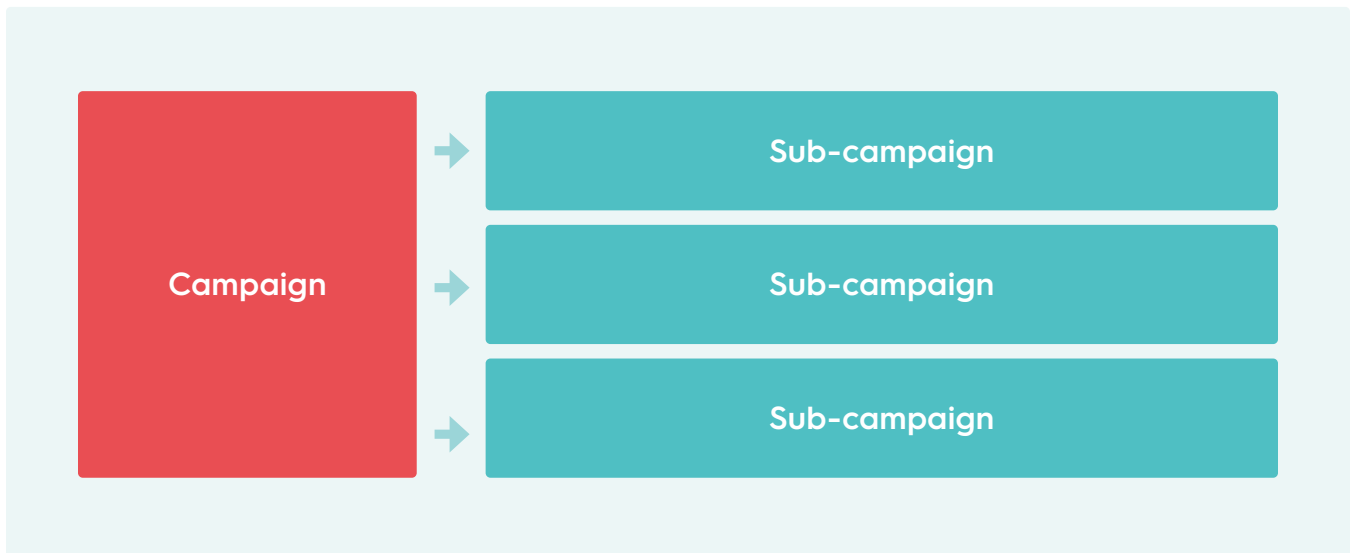


LEVEL 2

Coordinated campaign planning

As campaign orchestration matures, marketing orgs graduate to coordinated planning, supported by the creation of sub-campaigns. In this scenario, a high-level, strategic campaign has a broad theme — still aligned to a buyer need or business objective — but tells the bigger-picture campaign story. The strategic campaign might be centered around thought leadership initiatives, brand-oriented activities, user conferences, and other awareness-building activities. There are then several, more targeted sub-campaigns that ladder up to the overarching campaign theme. For example, your strategic campaign might be your go-to-market, in which case each supporting campaign would be considered a sub-campaign.

From an execution standpoint, efforts are coordinated, but teams aren't operating cross-functionally or at scale. Meaning, they're not collaborating on, sharing, or repurposing campaign assets and tactics.

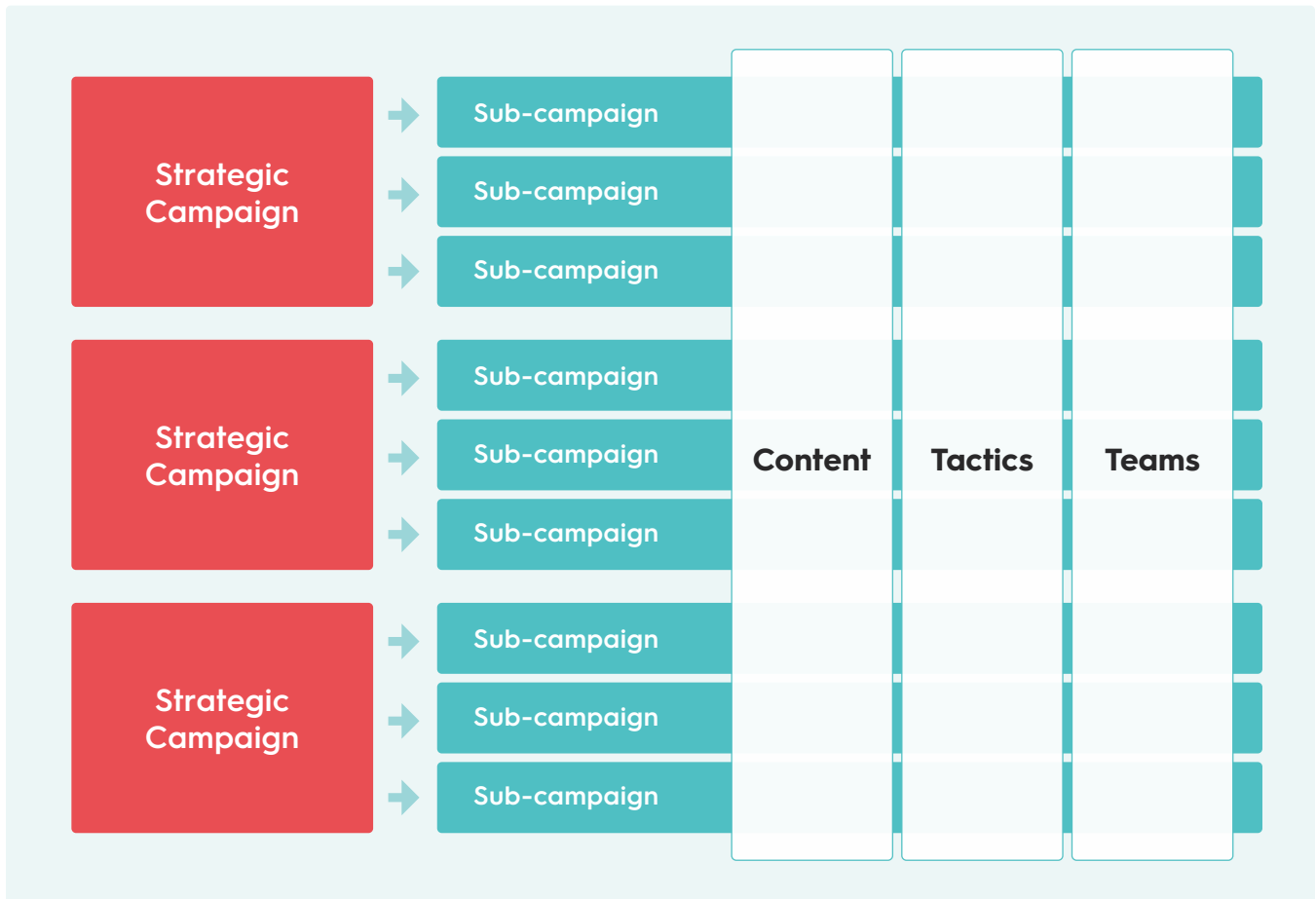




LEVEL 3

Integrated marketing and integrated campaigns

When it comes to campaigns, this is the holy grail of integration. It involves the collaboration of various teams, markets, and lines of business across the organization to execute a series of coordinated, omnichannel marketing activities that ladder up to a broader initiative. Campaign efforts, content, and teams span each sub-campaign, allowing for integrated marketing at scale — which ideally means transforming siloed, one-off initiatives into an omni-channel experience supported by technology.



Integrated Campaign Planning Template

Regardless of which level of integration your organization is currently operating in, our NewsCred Campaign Framework can help to support the planning, execution, and measurement of campaigns.

The NewsCred Campaign Framework combines 6 key elements (Goals, Audience, Message, Channels, Workflows, and Measurement) with 6 key inputs (Teams, Activities, Deliverables, Budgets, Timeline, and CMP). The last input, of course, is dependent on access to NewsCred’s CMP.

We recognize that all organizations operate differently, so this framework should serve as an initial blueprint to which you should make adjustments that will best suit your organization’s needs.

	Goals
Teams	Cross-functional input.
Activities	Document campaign goals.
Deliverables	Documented campaign goals.
Budget	Identify budget sources and limits.
Timeline	Set key deadlines for the goals.
CMP	Upload goals and objectives to the “Campaign Brief” tab of your campaign in NewsCred’s CMP.

	Audience	Message	Channels	Workflows	Measurement
	Led by Marketing Team. May include input from Product, Sales, and Customer Success Teams, if applicable.	Message development is led by the Marketing Team with input from Sales and Product Teams.	Global teams create an umbrella campaign and local teams adapt to target local markets.	Determine key campaign stakeholders, approvers, and teams.	Marketing Team to work with Demand Gen role to report on how campaigns are performing and leading to sales enablement.
	Identify the target audience, their needs, and their pain points.	Describe the key message of the campaign, and how it will help promote your product, service, or brand. Add it to your campaign brief.	Determine which channels will best reach your target audience, how you'll use them, and the budget allocated for each.	Map workflow for each channel and task. (Consider: What does the approval process look like?)	Report on campaign performance.
	Campaign- specific audience segments.	Established campaign messaging included in a campaign brief.	A documented channel plan (which channels will be used and for what purpose).	Established campaign task workflows	A report on campaign results according to the predetermined goals/KPIs.
	If applicable, establish budget based on audience segment.	N/A	Develop channel-specific budgets.	N/A	Monitor budget
	Set key deadlines for establishing the target audience.	Set key deadlines for determining the message.	Set key deadlines for the deliverables associated with each channel.	Set key deadlines for establishing the workflows.	Set key deadlines for campaign measurement and optimization.
	Update campaign taxonomy to ensure campaign personas are reflected.	Add messaging guidelines to the CMP in the "Campaign Brief" tab.	Ensure each channel is connected for publishing (e.g. LinkedIn, Twitter, Marketo, etc.)	Consider whether you need flexible or rigid workflows for each campaign task, and build them in the CMP.	Gather data and insights from campaign analytics tab and make recommendations for iterations and future campaigns.

This framework has been adapted from the SiriusDecisions Campaign Framework as originally published in "The SiriusDecisions Implementation Process Core Strategy Report."

How to kick-start integrated campaigns

STEP 1

Assemble your Tiger Team

After securing executive support, your first step should be to establish a core working team of leaders across the marketing organization, ideally from different departments.

What is a Tiger Team?

Integrated campaigns work best when diverse functions (brand, marketing, comms, PR, social, etc.) are aligned on a single customer journey. In companies where these functions sit in silos, the best way to drive integration is via a Tiger Team.

A Tiger Team is a cross-functional team comprised of members that represent various areas of expertise within an organization. This centralized team is typically made up of leaders and/or executives, as they need the credibility and influence to lead organizational change. They should be committed to encouraging collaboration, evangelizing an omnichannel approach, and implementing integrated campaigns.

PRO TIP

As you onboard new teams to the integrated efforts, it may be a good idea to re-evaluate who makes up the Tiger Team to best meet the goals of that deployment.





STEP 2

Hold a Tiger Team Activation Workshop

Once you've determined who will be on your Tiger Team, set up a stakeholder session to activate the process. Here's a sample workshop agenda:

- 1 Overview**
Discuss the vision, overarching goals, and the critical role of integrated campaigns.
- 2 Context & goal setting**
Outline current challenges and how an integrated approach to campaigns can help solve for them. Introduce stakeholders to [integrated best practices](#), align on scope of work, and determine goals across stakeholders.
- 3 Governance**
Look at roles, responsibilities, and how the team will govern and evaluate campaign success.
- 4 Campaign planning framework**
Decide on a planning framework. Communicate best practices and benefits related to integrated planning and campaigns (for a template, see the NewsCred Campaign Planning Framework on pages 18-19).
- 5 Campaign workflow mapping**
Map out the integrated campaign workflows (consider approval processes for campaign-related deliverables).
- 6 Taxonomy best practices**
Discuss [applications for taxonomy](#), including strategic alignment, analytics and reporting, and content utilization. Build out a labeling structure that makes the most sense for your organization.

How to get buy-in

Colleagues not convinced? The best way to get buy-in is to know their value drivers and pain points.

Content Team

Your Content Team can (and should) be your biggest allies. They understand the value of content as a connector of the organization, but are all too familiar with duplicated and wasted efforts. They know that [proactive planning and scaling](#) is better than reactive, ad hoc content creation. They should welcome the idea of an integrated approach because they know that their content connects the customer experience across all channels, and by approaching content creation in this way, they'll be able to do their jobs both [more effectively and more efficiently](#).

Social Team

Members of the Social Team are great candidates for bolstering your integrated marketing efforts. For the social team, an integrated approach means that all social channels are utilized in a consistent and holistic narrative. This will help them better collaborate and be central to content distribution. They should be consulted from the start of campaign planning, which will generate efficiencies in asset and content production and lead to greater consistency across the channels they manage.

Demand Generation Team

One of the advantages of an integrated approach is that it supports the customer experience with relevant content through the sales process. This is particularly useful for the Demand Gen Team because it will assist in nurturing customers across the entire buyer journey — ultimately driving sales. In fact, according to Gartner research, campaigns integrating 4 or more digital channels will outperform single- or dual-channel campaigns by 300%.

Corporate Communications Team

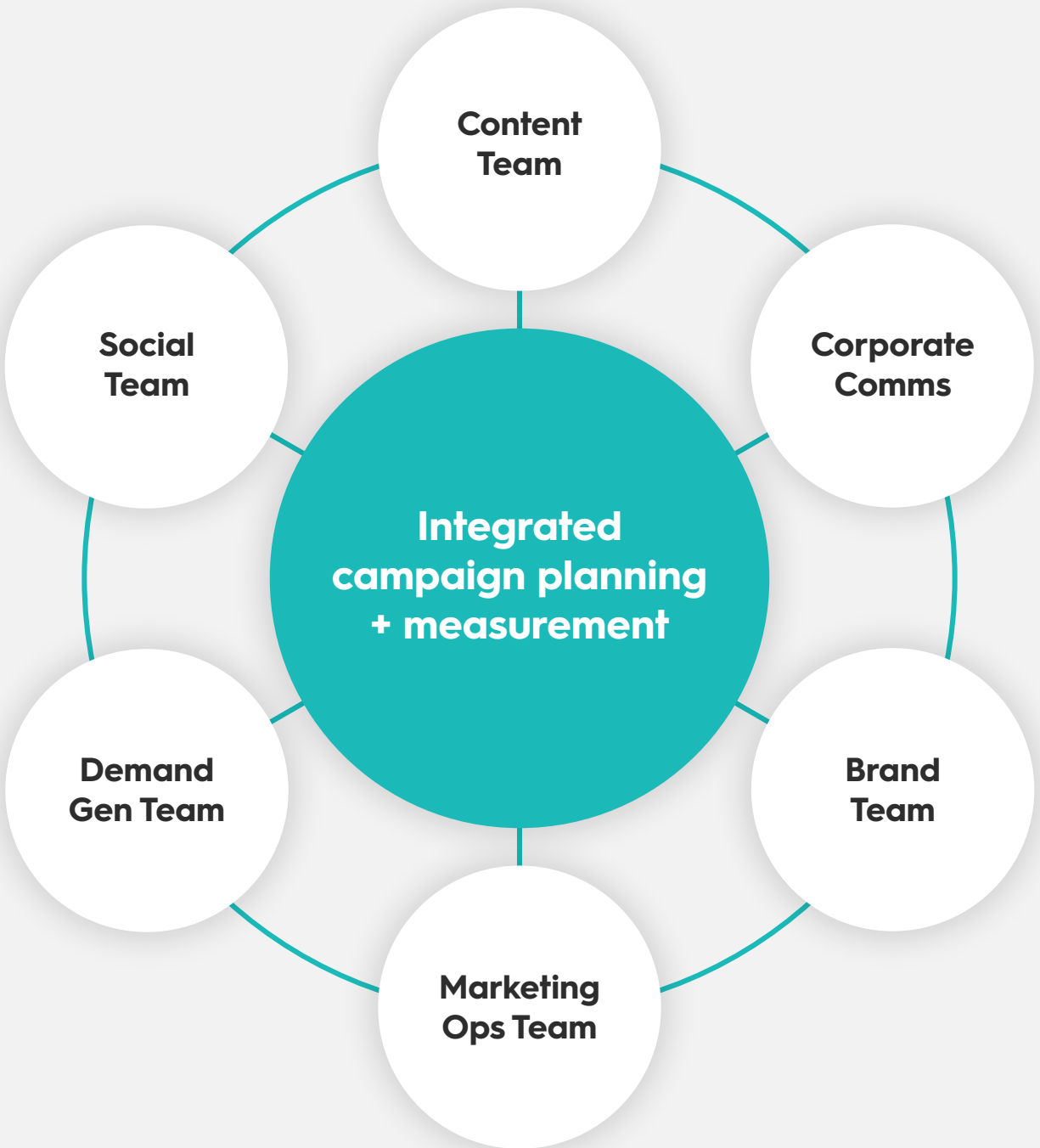
The Communications Team (and PR Team) care about reputation and protecting their brand's identity, especially in highly-regulated industries. Their job is to present the organization favorably in the eyes of the public, media, investors, and employees. Integrated campaigns will solidify the consistent use of approved messaging and brand elements that all play into the Corporate Comms agenda.

Brand Team

Integrated campaigns help to elevate brands through unified storytelling on a large scale. Your selling point here is that through [increased collaboration](#), your marketing org will be able to execute integrated campaigns, which should increase your share of voice in the market. Governance is also an important benefit to bring up for the brand team: [following brand guidelines](#) when it comes to everything from messaging and values to colors and fonts are important aspects for maintaining a strong brand.

Marketing Operations Team

This team will most likely be one of the key stakeholder groups for integrated marketing and should produce potential champions. Their focus is on software, technology, and tools that help the organization be more efficient, profitable, and accountable. Therefore, this is the team that can help you implement software (e.g. a [content marketing platform](#)) that will make integrated marketing easier for your organization. Their job is to get ahead of market trends and requirements, as well as make the marketing org as efficient as possible, so any process or tool that helps to facilitate this vision will likely be welcomed.



STEP 3

Get ahead of planning

Commit to proactive planning

The goal of integrated, centralized planning is to simultaneously create and implement campaigns to better identify opportunities for repurposing campaign content and assets, sharing creative ideas, and streamlining approvals.

Tiger Teams should set up regular meetings on a yearly, quarterly, and monthly basis to discuss upcoming initiatives and how they will be executed.

Campaign planning sessions

If you're part of a global marketing team, we recommend that the Tiger Team meets annually (preferably a few months prior to Q1), to discuss overarching goals and initiatives for the coming year. On a quarterly and regional basis, campaign owners should meet with their team to share and discuss proposed campaigns for the upcoming quarter, keeping in mind that their campaigns should ladder up to their goals for the year.

Annual Planning

Annual plans allow campaigns to be aligned to business priorities or key themes throughout the year.

Process	Stakeholders	Outputs
Identify key themes and business priorities that can be translated to campaigns.	Planning facilitator (i.e. Tiger Team lead) Campaign owners Tiger Team Executive Leaders	Annual calendar that allows for alignment on key campaigns and investments for each quarter

Quarterly Planning

Quarterly plans allow for more detailed planning on a quarter-by-quarter basis.

Process	Stakeholders	Outputs
Planning and ideation session one month (or more if planning takes long in your org), before the quarter begins. Brainstorm specific campaign themes that align with overall business goals, as identified during annual planning.	Planning facilitator (i.e. Tiger Team lead) Campaign owners Tiger Team	Pitches and insights from the campaign owners Prioritization of campaigns Clear next steps and completed campaign planning template

Identify your blind spots



Are we proactive or reactive with our campaigns?

Are you constantly fulfilling one-off campaign requests? This might mean you're being reactive with your content.



Solution

Develop a campaign planning process and template with your cross-functional team.



Do you know your campaign goals ahead of time?

Are campaign goals decided halfway through or at the end of the campaign?



Solution

Identify business goals and priorities for the upcoming calendar year and validate campaign goals with your team and executives.



Do you find yourself sending the same email, multiple times?

Are people constantly asking for updates on campaigns, content requests, creative assets, etc.?



Solution

Invest in a platform with an integrated solution to manage all in-flight campaigns, as well as one-off creative requests. Features should include automated notifications and centralized dashboards to provide visibility and promote accountability across key stakeholders.

STEP 4

Develop your campaign toolkit

Having a successful and scalable plan for executing integrated campaigns requires you to create a series of documents for accountability. What are some of these supporting resources?

Campaign asset templates

Take inventory of past campaigns and list out all possible assets that your teams may need (e.g. eBooks, social media graphics, press releases, videos, whitepapers, testimonials, blog articles, etc.). Create standardized briefing templates and brand guidelines for each so they have the same look and feel. Though it might be a heavy lift at the beginning, these templates will make creating assets for integrated campaigns efficient and scalable in the future.

PRO TIP

Invest in a tool with a native digital asset manager (such as NewsCred's Library), that provides teams with a single inventory of approved assets to ensure content can be easily found and repurposed.

Brand guidelines

Create an overview of your brand's history, vision, personality, and key values. This should include the brand message or mission statement, tone of voice, logo usage, and color scheme for design work. Consistency across all elements is key to unifying an integrated campaign storyline and having all of this in one place will make it easier when it comes to writing a brief for creative campaign assets.

PRO TIP

Store these guidelines documents in a centralized place so your team can easily reference them.

Universal taxonomy

A documented campaign and content taxonomy — the hierarchical structure of your campaign program — supports meta-tagging and a shared understanding of the relationship between campaign elements. Having a reference document with tagging rules and a shared language can help ensure consistent taxonomy for every campaign and produce in-depth performance insights.

STEP 5

Centralize campaign planning with technology

Many marketing teams might have a comprehensive plan in place, but it often lives as a static document buried at the bottom of an inbox or floating around an Intranet. An effective plan should be referenceable, centralized, and accessible. And while many marketing technology solutions exist, we believe you should look for a solution that empowers your team to execute the

entire integrated campaign lifecycle discussed in this guide — all from one platform.

Here is a breakdown of the must-have capabilities you should look for when choosing a marketing technology solution to help manage your campaigns:

IDEATE

Your campaign planning solution should make it easy (SEO background or not) to identify topics, formats, and channels your audience engages with.

- Data-driven ideation
- Built-in SEO and keyword recommendation tools

PRIORITIZE

Invest in a unified platform that allows your team to map unplanned work to strategic initiatives to ensure all in-flight campaigns align with current business needs.

- Standardized intake forms
- Intelligent routing rules

PLAN & CREATE

Ensure your platform provides visibility into global marketing strategies with shared calendars and brief templates. You'll also want a centralized campaign workspace to monitor all deliverables and ensure execution is on-track.

- Calendars & timelines
- Centralized workspace
- Strategic briefs & content templates
- Modern HTML & multi-format editors
- Content optimization (SERP)

GOVERN

The ideal software should help maintain governance — particularly with robust campaign sharing and permissioning — to maintain complete control over who contributes and how.

- Flexible workflows
- Custom content taxonomy
- Role-level permissions
- Custom roles
- Action-based permissions
- Brand compliance settings
- Global/Local architecture

PUBLISH & DISTRIBUTE

Look for a solution with a robust set of integrations to strategically configure your tech stack. Interoperability is imperative for true omnichannel marketing and easy distribution of content. Additionally, your content marketing platform should offer a native digital asset manager, so you can easily repurpose existing assets within a workflow

- Native social integrations
- Marketing automation & CRM integrations
- Digital asset manager
- Content lineage

MEASURE & OPTIMIZE

To monitor integrated campaign success, you need a platform that will measure both operational and performance analytics to help identify bottlenecks in team efficiencies, as well as tie campaigns and content directly to closed-won revenue.

- Operational analytics
- Content engagement analytics
- Conversion analytics
- ROI & pipeline analytics

STEP 6

Use a campaign pilot to test and learn

Once your Tiger Team has gone through the planning phase, the next step is to pilot your new integrated campaign process.

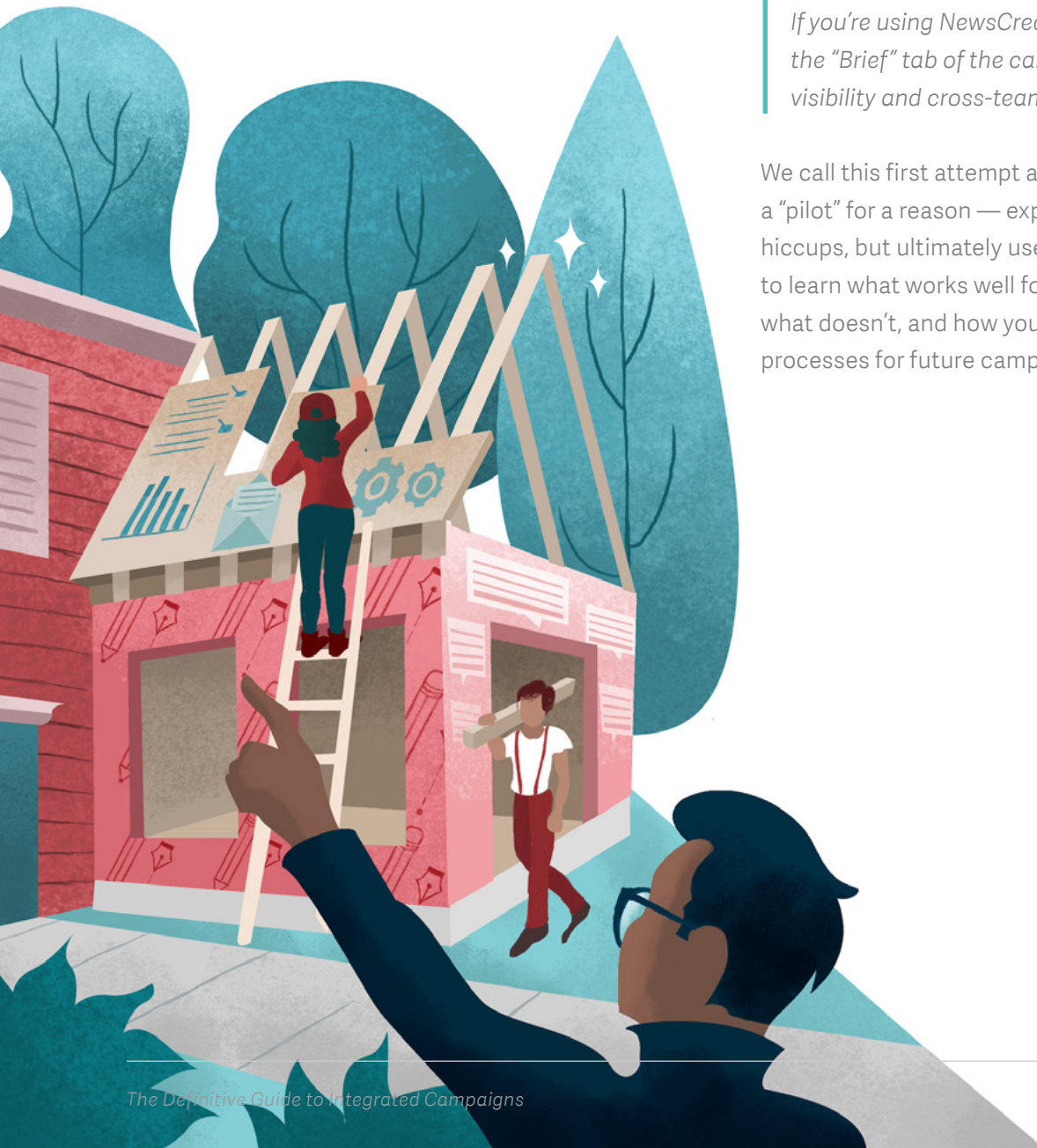
Think of an upcoming campaign that you can collaborate on. Where possible, review your existing annual and/or quarterly marketing strategy for inspiration for campaign ideas.

Once you've settled on an upcoming initiative, it's up to your Tiger Team to define the 8 key elements as indicated on our [Integrated Campaign Brief Template](#) on the following page. The brief should be a summarization of the key elements, which are reflective of the in-depth planning framework you saw on pages 18-19 of this guide. Once you've answered the guiding questions provided, we recommend uploading it to your marketing campaign management tool.

PRO TIP

If you're using NewsCred's CMP, upload it to the "Brief" tab of the campaign for maximum visibility and cross-team alignment.

We call this first attempt at an integrated campaign a "pilot" for a reason — expect to have some hiccups, but ultimately use this as an opportunity to learn what works well for your marketing org, what doesn't, and how you can improve your processes for future campaigns.



Integrated Campaign Brief Template



Goals

What is the actual purpose of your campaign? Are you trying to generate leads, build awareness, strengthen brand affinity, retain customers, or make sales?



Audience

Who are you creating your campaign for? Which audience do you want to reach?



Message

What is the story you want to tell? If you had to summarize your marketing campaign, how would you do it?



Channel

What channels will be most relevant for your integrated campaign? (e.g. paid, television, print, social media, out of home, cinema, third-party partners, etc.)



Content

What assets will you need? What are the marketing content deliverables for the campaign? (e.g. display ad, mobile app, eBook, whitepaper, TVC, webinar, infographics, etc.)



Resources

Teams - Who needs to be involved to ensure each part of the campaign is executed properly and delivered on time?

Timeline - When is each asset/deliverable due? Are the deliverables going to be rolled out simultaneously, or staggered?

Budget - What is your budget for the campaign and how is it being allocated?



Workflows

Who needs to be involved in the execution of each task and in what order?







Measurement

Which key performance indicators (KPIs) will you use to measure success? When do you expect to see the results of the campaign? Is there an ROI goal? Once the campaign has gone live, how will you track performance, and how will you know you've been successful?

Campaign retrospect

The most sophisticated marketers learn from each campaign. After a campaign has run its cycle, you and your team should debrief to share insights and make iterations for your next campaign.

What does success look like? That will vary depending on the campaign type and the organization, but here are a few guiding questions to help you determine what worked, what didn't, and how you can improve your next integrated campaign:

-  *What were the biggest roadblocks? Did your team have trouble with communication or cross-functional collaboration? How can you mitigate this in the next campaign?*
-  *Was the campaign process more efficient from planning to building to execution? If your pilot campaign lacked efficiency, do you need to review your workflows or invest in a centralized platform?*
-  *Was the messaging consistent across each channel? Were you able to repurpose content for multiple parts of the campaign? How can you solve for any inefficiencies in content production?*
-  *Did you hit all of your target KPIs? What can you optimize to improve performance? How can you repeat success?*

✓ Best practice do's and don'ts

- ✓ **Do create a detailed campaign brief** to share with all of the stakeholders relevant to the campaign. Include messaging guidelines to ensure consistency across all aspects of the campaign.
- ✓ **Do designate a campaign leader** whose role will be to make sure that deadlines and messaging guidelines are followed.
- ✓ **Do enlist the help of technology** to track campaign deadlines, store assets, measure efficiency, and give executive insight into the progress of the campaign.
- ✓ **Do plan to repurpose content for different channels** — take the content from a webinar and break that into several blog posts; then break those into infographics for social media. This will increase efficiency by maximizing content production with minimal time and resources.

- ✗ **Don't assume that having a campaign brief means you don't need a content/creative brief** for individual tasks within the campaign.
- ✗ **Don't forget to set clear KPIs for the campaign.** Take into account each element of the integrated campaign, how it can be measured, and what the goal is.
- ✗ **Don't skip over operational analytics.** These metrics are incredibly important for making sure your team is being productive and efficient, and will provide a basis for iterations for future campaigns.
- ✗ **Don't use spreadsheets** or multiple, non-integrated campaign management tools. Having information in one centralized place will prevent confusion, misalignment, and inconsistencies.

What's in it for content marketers?

While there is significant effort involved in transitioning to an integrated campaigns model, the payoffs can be exponential.

Extending your reach beyond your immediate team and being more inclusive with your channel approach will foster participation and drive awareness from different parts of your organization, and perhaps even management. Evangelizing content isn't easy, but if you position it to other departments as the common currency for engaging the same shared customer, you're likely to get buy-in.

This brings us to the next benefit: unlocking budget. While traditional advertising has an (expensive) role to play, content marketing is especially effective for sustaining conversations and nurturing audiences through the buyer journey, especially if there is an omnichannel approach. We already know that content marketing costs [62% less than traditional marketing](#) and generates 3 times as many leads. So if you're able to amplify your content efforts by bringing in different channels and teams, and can prove the (inevitable) positive business impact, it's likely that your company will consider adding and/or reallocating budget for you to create compelling content for campaigns involving multiple teams.

Lastly, we would be remiss not to mention the personal benefit that delivering on an integrated campaign can provide: clout. Commandeering integrated campaigns will show that you're a risk-taking leader, are able to break down silos, and can rally the organization around a common goal. These types of qualities will catch the eye of higher-ups who are looking for leaders with the ability to drive performance while being [operationally efficient](#). So while there is significant effort involved in transitioning to an integrated campaigns model, the payoffs can be exponential.

Wrap up

It's never too early (or too late) to shift to integrated marketing. The key is to adopt a repeatable planning framework as a blueprint for your integrated campaigns. Use the templates in this whitepaper as guides and tailor them to fit your organization's needs and processes.

Regardless of plan, maturity or scale, integrated campaigns are dependent on technology for successful and efficient execution, so make sure you're employing the right software to maximize collaboration and optimize resources.

Beyond the clear short-term effects of audience and brand building, the long-term effects of integration cannot be understated. Successful integrated campaigns will result in a trifecta of paybacks towards your brand, your customers, and your organization.

Key takeaways

- + *Define your marketing org's ideal state and implement a Tiger Team*
- + *Use our planning framework and campaign brief template as your blueprint for integrated success*
- + *Leverage software to maximize collaboration and optimize resources*
- + *Run pilot campaigns to test integration and see how your team can improve for future campaigns*

PRO TIP

If you're a NewsCred customer, reach out to your customer team for guidance.



About the author



Lieu Pham

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Lieu has 16 years of experience in strategy, marketing, and advertising across APAC, EMEA, and North America. In her current role as NewsCred's Vice President of Strategy and Creative Services, she develops the frameworks and workshops for client success in both content marketing and integrated marketing with a focus on facilitating collaboration and driving performance.





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