SAMPLE DECK

Integrated Campaign Review

Quarterly go-to-market plan, messaging framework, and channel work by funnel stage.

Lisa M. Walker

Sample deck with illustrative content



THE PLAN

What we will cover

01

Quarterly priorities

What the business needs and who owns each piece

02

Messaging framework

One story, adapted by funnel stage

03

The work

Upper, mid, and lower funnel channel plans

04

Proof and next steps

Launch sequence, test-and-learn, and results

QUARTERLY PRIORITIES

Tell one story everywhere.

Business priority	Driver	Timing	Brand video	Paid social	Digital	Retail and field	Email and CRM	PR and social
Seasonal acquisition push	Acquisition	Weeks 1 to 10	●	●	●	●	●	●
Partner offer launch	Acquisition, loyalty	Week 2	●	●	●	●	●	●
Device promotions	Acquisition	Weeks 1 to 6	●	●	●	●	●	
New location openings	Acquisition	Rolling			●	●	●	
Community and sponsorship	Brand	Weeks 3 to 12	●	●	●			●
Digital literacy program	Community	Weeks 4 to 12		●	●	●	●	●

Each priority has one owner and one brief. Channel coverage shows where the story needs to show up.

MESSAGING FRAMEWORK

Use one campaign line at every stage.



	WHAT WE SHOW	WHAT WE SAY (EXAMPLE)
FEEL	The feeling of getting what you want: excitement, satisfaction, surprise.	"Campaign line."
BELIEVE	Specific features and benefits that make the promise believable.	"Do more with nationwide coverage. Campaign line."
DO	Affordability and the offer, front and center.	"Get a free device when you switch. Campaign line."

The campaign line is the constant. What changes by stage is what sits next to it.



UPPER FUNNEL · **FEEL**

Get them to like us first.

Objective Build affinity so the offer lands with people who already like us.

Brand video

Broadcast and online video that carries the campaign line and the brand personality.

MEASURE Reach

Social-first creative

Native video, filters, and carousels built for thie platform, not repurposed.

MEASURE Engagement rate

Sponsorships and community

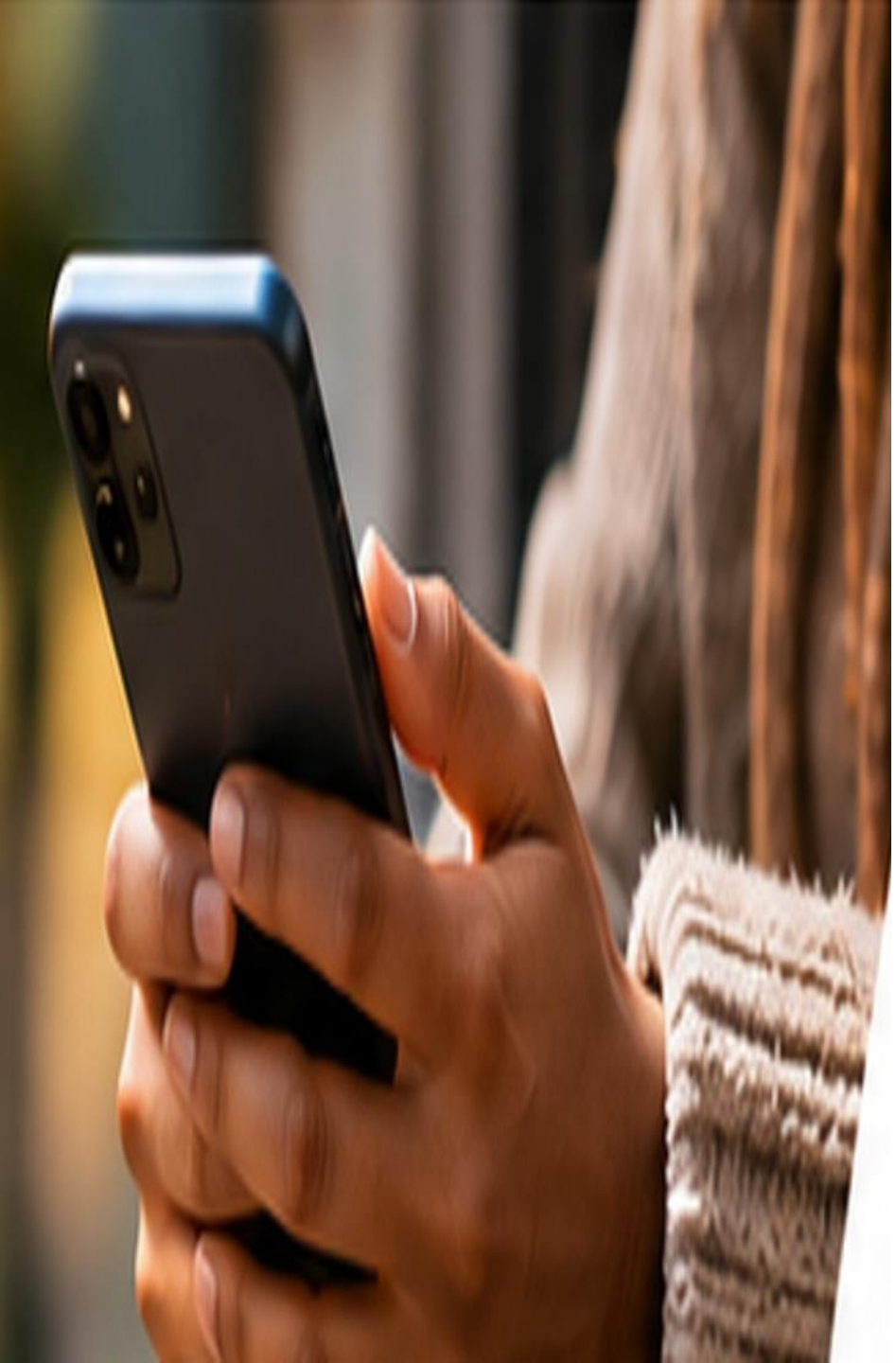
Partnerships that put the brand in front of audiences where they already gather.

MEASURE Attendance

PR and newsroom

Announcement, pre-briefs, and support content sequenced around launch day.

MEASURE Earned media



MID FUNNEL · BELIEVE

Give them a reason to believe.

Objective Show people what they get and how easy it is, so interest turns into intent.

How-to content

Short videos that show the steps of a benefit so people see how simple it is.

MEASURE Engagement

Customer base messaging

Targeted offers, service messages, and a regular newsletter to existing customers.

MEASURE Customer base response

Welcome program

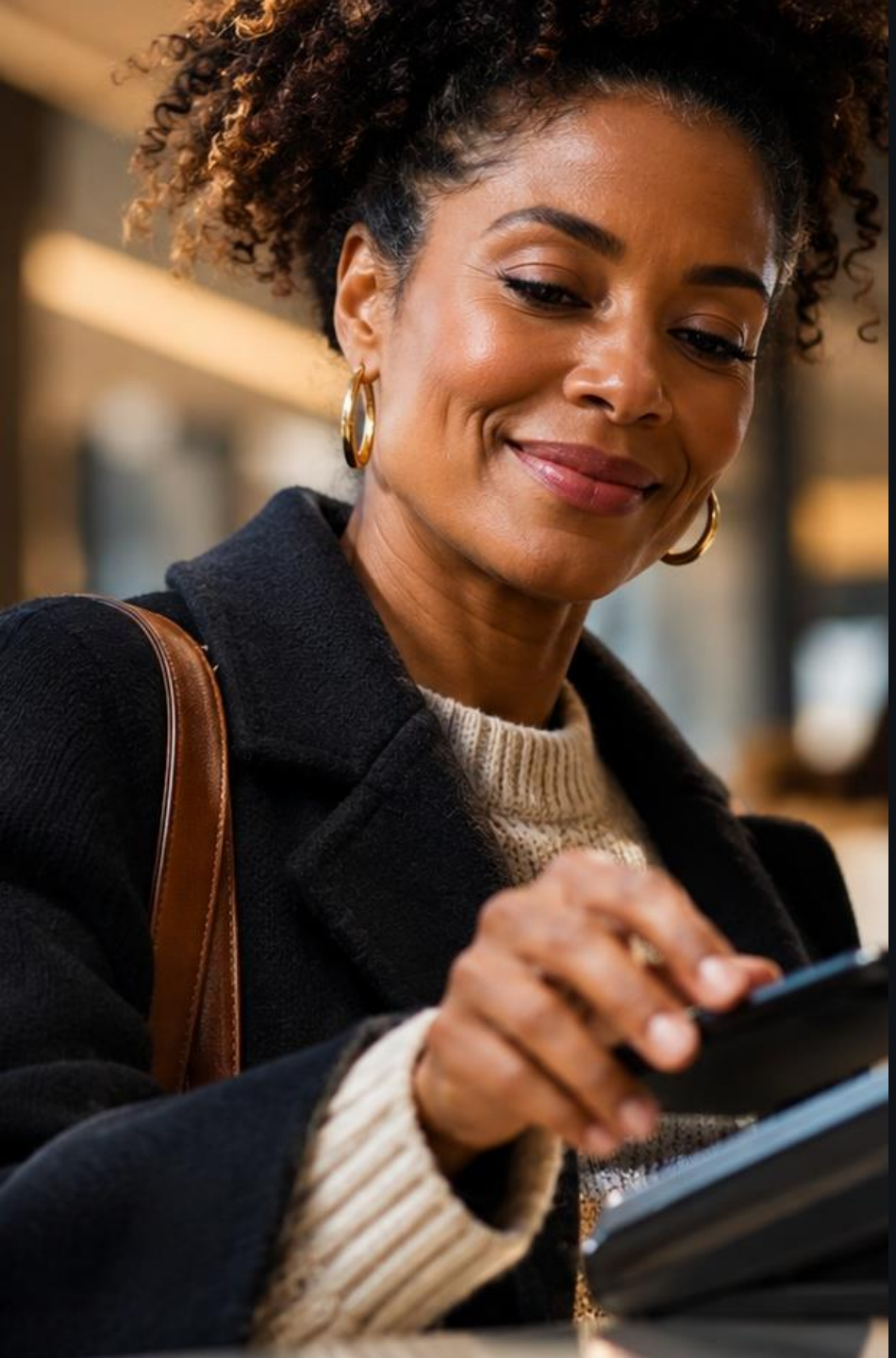
A day-two text that opens a conversational guide with short videos for new customers.

MEASURE First-week activation

Landing and support pages

One destination per offer so every channel sends people to the same clear story.

MEASURE Sign-ups



LOWER FUNNEL · DO

Keep it simple.

Objective Turn interest into action with a clear, affordable offer in every place the customer shops.

Broadcast and radio

Short-form offer spots in English and Spanish, with legal copy built in from the start.

MEASURE Gross adds

Paid social and digital

Offer-led banners and carousels sized for each placement, tested against each other.

MEASURE Cost per gross add

Retail and field

Window graphics, sidewalk signs, flyers, and door hangers that match the digital work.

MEASURE In-store gross adds

Performance email

National sends to high-propensity prospects, timed to seasonal shopping peaks.

MEASURE Conversion

LAUNCH

Launch in five steps.

T MINUS 10 DAYS

Pre-launch post

Announcement drafted and approved; reactive statements ready.

T MINUS 3 DAYS

Pre-briefs

Media and analyst briefings; talking points and Q&A cleared by legal.

LAUNCH DAY

Go live

Support pages, social posts, and newsroom post publish together.

LAUNCH DAY

Community moment

Partner announcement with local chapters and bilingual resources.

WEEK 2 AND ON

Optimize

Read results, shift budget, and feed learnings into the next brief.

Each step gets a go or no-go check before it ships.

TEST AND LEARN

A retail expansion pilot.

10

weeks

Shared mail plus digital support

Matched locations
Across urban, suburban, and rural markets

Bilingual markets
Creative and offers adapted, not just translated

How the pilot is designed

- Trade area set by market type, wider in rural markets
- Fixed in-home window so timing is the same for every location
- Digital and in-store support aligned to the same offer
- Clear success measures agreed before launch

How we read it

- Response by location against baseline
- Cost per gross add by market type
- What worked, what did not, and why
- Learnings written into the next brief

NEW LOCATION CAMPAIGN

13 touches in 180 days, led by a welcome offer

First 60 days: $50 account credit | **Last 120 days: standard 4/$100 offer**

Day 0 — Day 60 — Day 180

EVERY PROSPECT RECEIVES

3 direct mail pieces

10 emails

 display ads

Personalized, dynamic content tied to each new location and its local audience.

RESULTS TO DATE

XX New locations opened

XX Gross adds

$XX Cost per gross add

XX% Conversion rate

Replace XX with program results.

LET'S TALK

Thank you.

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