



BEST PRACTICES

A Collection of Best Practices for:

Advertising

Includes Detailed Best Practices for:

- Creative Services (Campaign Design & Development)
- Campaign Management
- Research & Analysis
- Media Buying
- Account Development & Management



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Research & Analysis

Advertising

Creative Services (Campaign Design & Dev.)

Campaign Management

Research & Analysis

Media Buying

Account Development & Management

— — — *The Research & Analysis function gathers data and develops insights about an advertisement or an advertising campaign before, during, and after the implementation of the advertising campaign. This group is responsible for collecting feedback from consumers about the effectiveness of an ad campaign through surveys, interviews, focus groups, etc. The Research & Analysis team also tracks changes in brand awareness throughout a campaign and uses customer perceptions to apply changes to future campaigns.*

Research & Analysis

Advertising Best Practices

Best Practice A

Collect Customer Data Through Low Cost Channels to Determine Buyer Behavior and Improve Product Alignments With Customer Needs

View each customer interaction as a chance to collect invaluable data on their experience with the brand, as well as their overall motivations as a consumer. Use informal methods, including social media, search engine advertising (Google AdWords, etc.), email and website A/B testing, and simple web-based feedback forms to gather data at lower cost, and in higher volumes. These data should be used to develop buyer “personas”, or profiles, for new and existing customer segments to determine if brand messaging and campaign strategy aligns with the buying behavior and motives of each segment. Communicate data and insights from these informal research activities to the marketing, sales and product development functions. Hold cross-functional meetings to discuss how these findings may impact the work in each group, and formulate new ideas for advertising campaigns and programs.

Typical Practice (the Status Quo): Conduct focus groups, formal studies and other traditional customer research activities to assess potential changes to the company’s overall messaging and advertising campaign strategy. Allow senior leaders to formulate ideas for new campaigns and programs to both augment existing customer groups and pull in customers from new segments. Based on data gained through long-term studies, and ideas from senior advertising leaders, develop strategic briefs and campaign details to be implemented by advertising employees across the organization.

Benefits of this Best Practice: Collecting customer data through many, lower cost channels (as compared to formal focus groups and long-term studies) allows the company to build and adjust customer profiles and advertising campaigns based on almost real-time consumer behavior. Communicating findings to cross-functional team members at various levels throughout the organization (i.e., not just among senior leadership) allows for a more “bottom-up” approach to idea generation and the creative process, in general. Ensuring that employees at all levels of the organization are aware of customer feedback and behavioral trends helps to promote a culture of “customer obsession” throughout the organization.

 **Related KPIs:** Frequency of Customer Service Surveys, Market Penetration, Average Time Between Customer Interactions

Media Buying

Advertising

- Creative Services (Campaign Design & Dev)
- Campaign Management
- Research & Analysis

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