

# My CFOne Card Strategy



01.

## Current State Analysis

Where are we now?

02.

## Target Audience\*

Who is the target audience?  
What are their needs?

03.

## Objectives

Where do we want to be?

## Strategy\*\*

How do we want to get there?

04.

## Tactics & Action Plan\*\*

What tactics will have the most impact?

05.

## Measure & Iterate\*\*\*

How might we optimize the strategy in-flight and at the outset?

06.

01.

02.

03.

04.

05.

06.



# Key assumptions

01.

Mining and nurturing member database (CRM) to **gain insight** into potential members

02.

Membership & marketing teams **work together**, enabled by technology & processes that eliminate silos

03.

Audience **personas** exist & that they have been maintained/updated in Q1 2020

Automated emails enabled by ESP (integrated with CRM) that allows for **segmentation & workflows**

04.

**Marketing consent** to send to existing mailing lists & to use emails for retargeting/remarketing

05.

An aerial photograph of a dense tropical forest, showing a network of paths and a large shadow cast by an object off-camera. The text is overlaid on the left side of the image.

**01.**  
**Current State  
Analysis**

# Understand & Observe

01.

Mine **existing data** to **gain insight** into a potential member's needs, preferences, habits, feelings, *etc.*

02.

Audit **web presence & search engine visibility**, the starting point to enhance an **owned media** strategy

03.

Audit **social media** to find out what **conversations** are happening, both positive and negative, and where



# 02. Target Audiences

# Target audiences

The digital marketing strategy will target 3 groups. Strategy, tactics, content, and visual assets will be tailored to each target audience group.



**Junior Canadian  
Rangers & Cadets**



**Members'  
Parents**



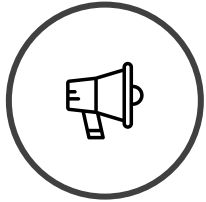
**Current  
Members**

A grayscale landscape photograph featuring rolling hills and a road that recedes into the distance. The sky is filled with dramatic, layered clouds. The overall mood is contemplative and serene. The text '03. Objectives' is overlaid on the left side of the image.

# 03. Objectives



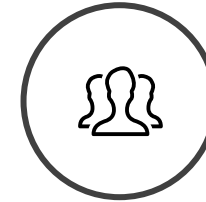
# Where we want to be



BRAND AWARENESS



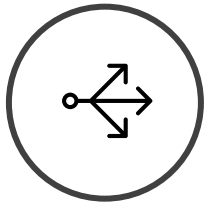
CONVERSION



LOYALTY LOOP

The **goal** of this digital marketing campaign is to **grow the CFOne Card user base**, increase revenue, and **drive profitability**.

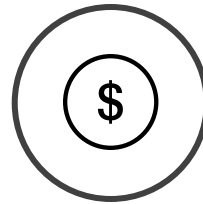
# Key Performance Indicators



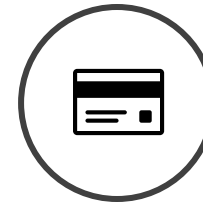
**USER BASE  
GROWTH**



**CONSUMER  
PERCEPTIONS**



**COST  
PER LEAD**



**CONVERSION  
RATE**



**ROI**

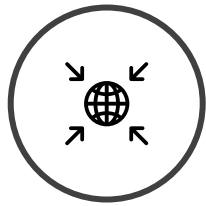
**↑ 2-5%**

Realistic growth over  
campaign period



**04.**  
**Strategy**

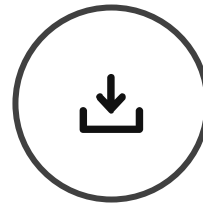
# How we're going to get there



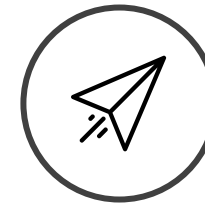
INBOUND  
MARKETING



LEAD  
NURTURING



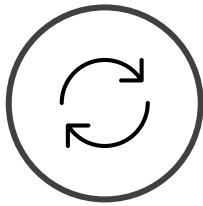
DATA  
CAPTURE



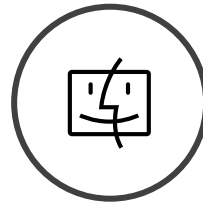
AUTOMATION

Create a **value-driven, frustration-free CX** to deliver the **right content**, to the **right person**, at the **right time** and get them to join the CFOne community.

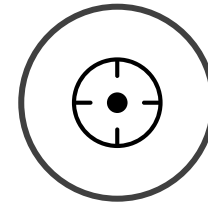
# How we're going **to get there**



AGILE



PERSONALIZED



CONTEXTUALLY  
RELEVANT

Just say no to **Spray & Pray!**

05.

# Tactics

# What to do to get there

01.

## Owned Media – Web

- SEO Optimized Landing Pages tailored to each audience group
- Capture data & get marketing consent via forms, double opt-in process
- Facebook, Twitter & TikTok Pixels

03.

## Email Marketing Strategy

- Most efficient, cost-effective way to reach audience groups
- Leverage automation (workflows & segmentation) to nurture leads & move users along their journey to conversion

02.

## Remarketing/Retargeting

- Google Display & Search ads
- Social media ads – Instagram, Facebook, Twitter & TikTok

04.

## Existing Channels

- Leverage existing member channels:
  - Print – magazine, boards
  - Digital - member portal, newsletter(s)

# What to do to get there

05.

## Social Media Listening, Engagement & Promotion

- Actively participate in online conversations
- Mine social for product/service insights & CGC

07.

## Moment of registration

- Quick, frustration-free registration process
  - Online form auto-populates personal info

06.

## Content Strategy

- Seamless experience across all channels
- Set campaign voice & tone
- Personalized content that aligns with stages of the journey map
- Curated from social media (CGC)
- Mix of video, gif, motion graphic, static

04.

## Post-Registration Experience

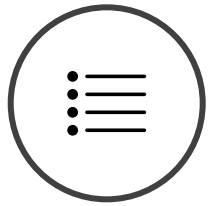
- Valuable post-registration experience



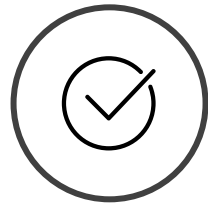
# 05. Action Plan



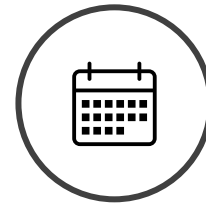
# Roles & responsibilities



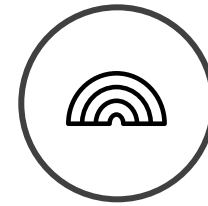
DETAILED TACTICS  
PLAN



RACI CHART



WORK-BACK  
SCHEDULE



ROLE CLARITY

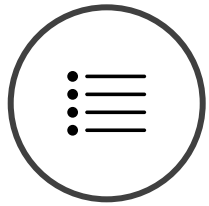
Roadmap of activities to deliver campaigns on time  
with a **frustration-free, effective process.**

06.

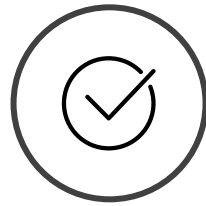
Measure & Iterate



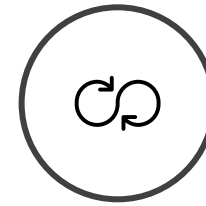
# Strategy/Campaign optimization



IN-FLIGHT



POST-CAMPAIGN



CONSTANT FEEDBACK  
LOOP

Create a constant feedback loop to make **data- and insight-driven** strategic **decisions & refine** our working **process**.

# Key metrics

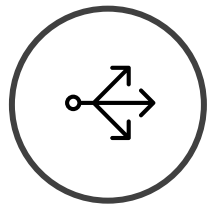


IN-FLIGHT

| Web   | Email   | Social Media  | Google Ads  |
|---|---|---|---|
| <ul style="list-style-type: none"><li>• Organic search ranking</li><li>• Time on page</li><li>• Unique pageviews</li><li>• Total pageviews</li><li>• # of Subscribers</li><li>• NPS</li><li>• Conversion rate</li></ul> | <ul style="list-style-type: none"><li>• Open rate</li><li>• CTO</li><li>• CTR</li><li>• Quality of referral traffic</li><li>• Conversion rate</li></ul> | <ul style="list-style-type: none"><li>• CTR</li><li>• CPM</li><li>• CPV (video)</li><li>• Quality of referral traffic</li><li>• Conversion rate</li></ul> | <ul style="list-style-type: none"><li>• CPM</li><li>• Quality of referral traffic</li><li>• Conversion rate</li></ul> |

Assess for **banner blindness/ad fatigue & optimize content strategy** in-flight.

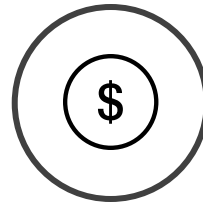
# Did we hit **our targets**



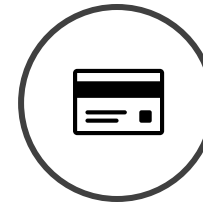
USER BASE  
GROWTH



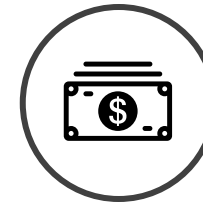
CONSUMER  
PERCEPTIONS



COST  
PER LEAD



CONVERSION  
RATE



ROI

**Measure campaign outcomes** with objectives.

Did we hit the **2-5% user base growth** over campaign period?

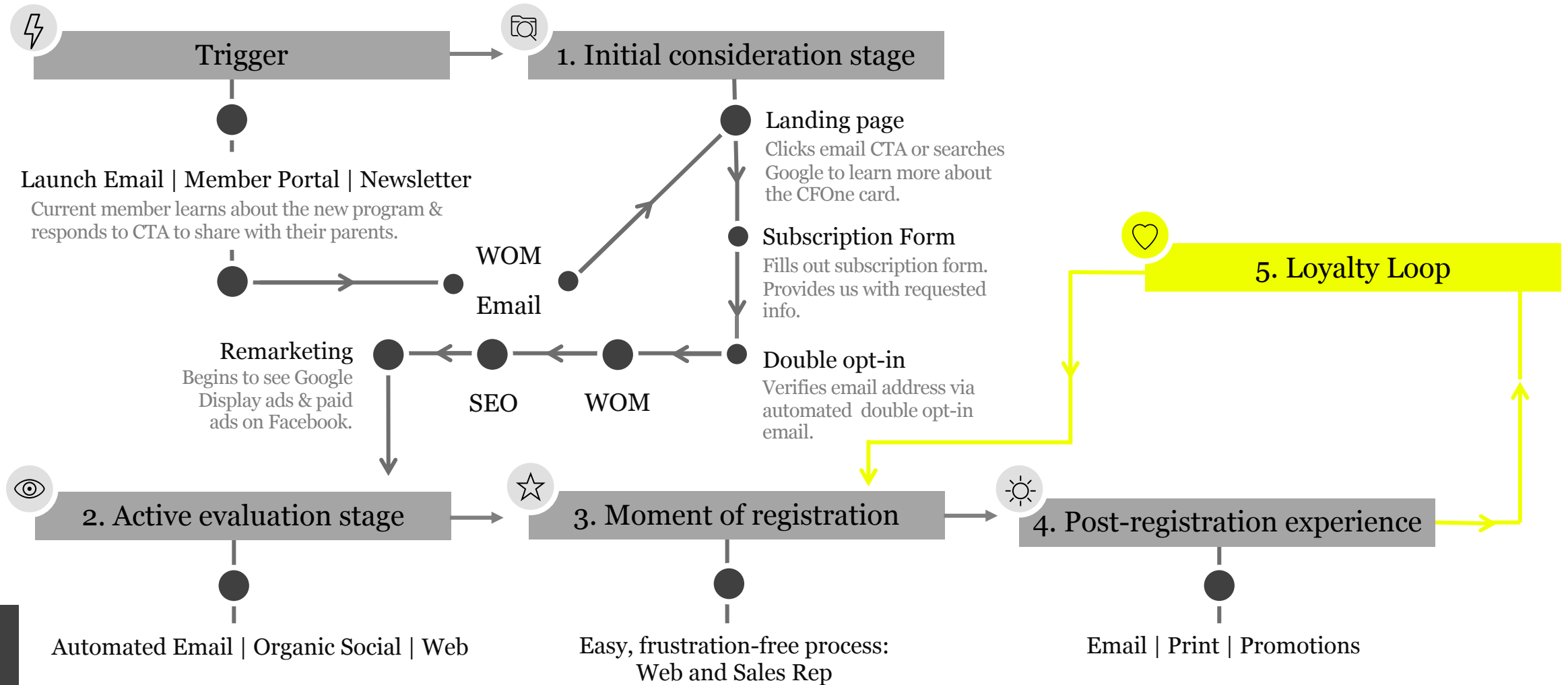


01.+

# Journey maps

# Journey map

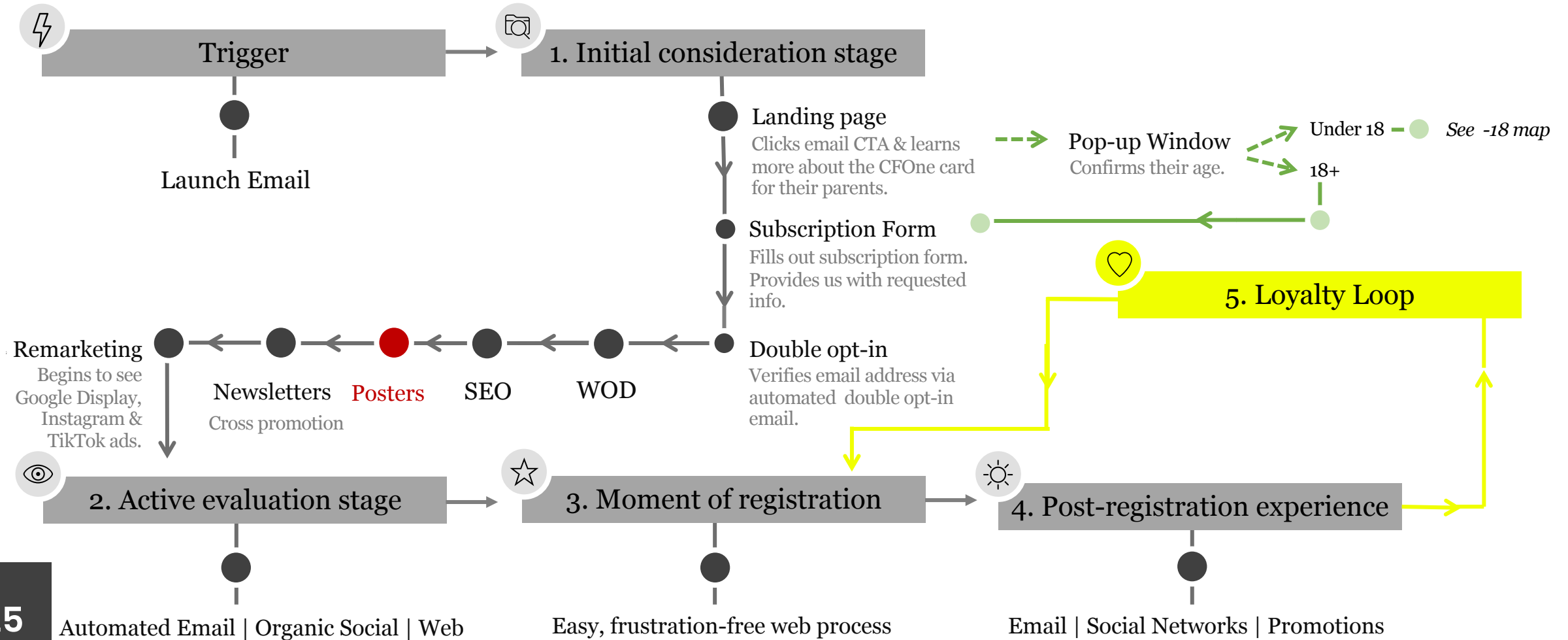
## Members' Parents





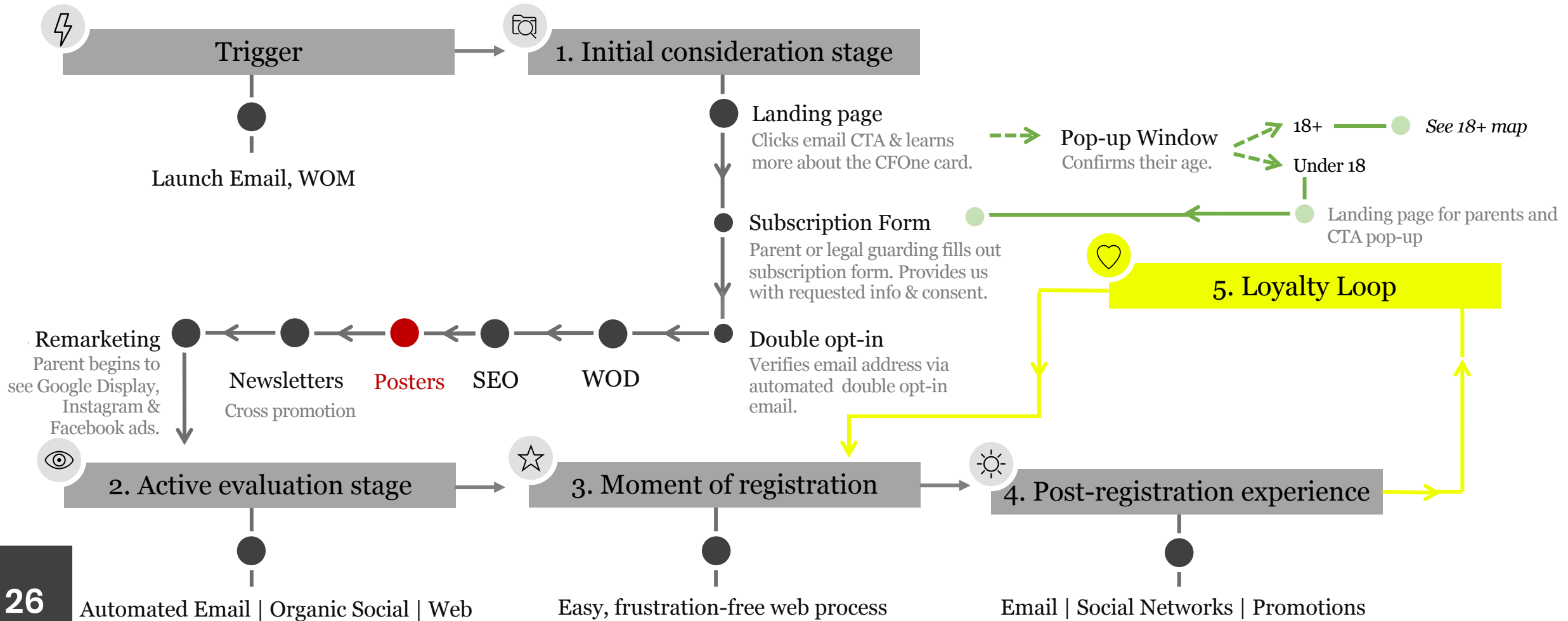
# Journey map

## Cadets & Junior Rangers (18+)



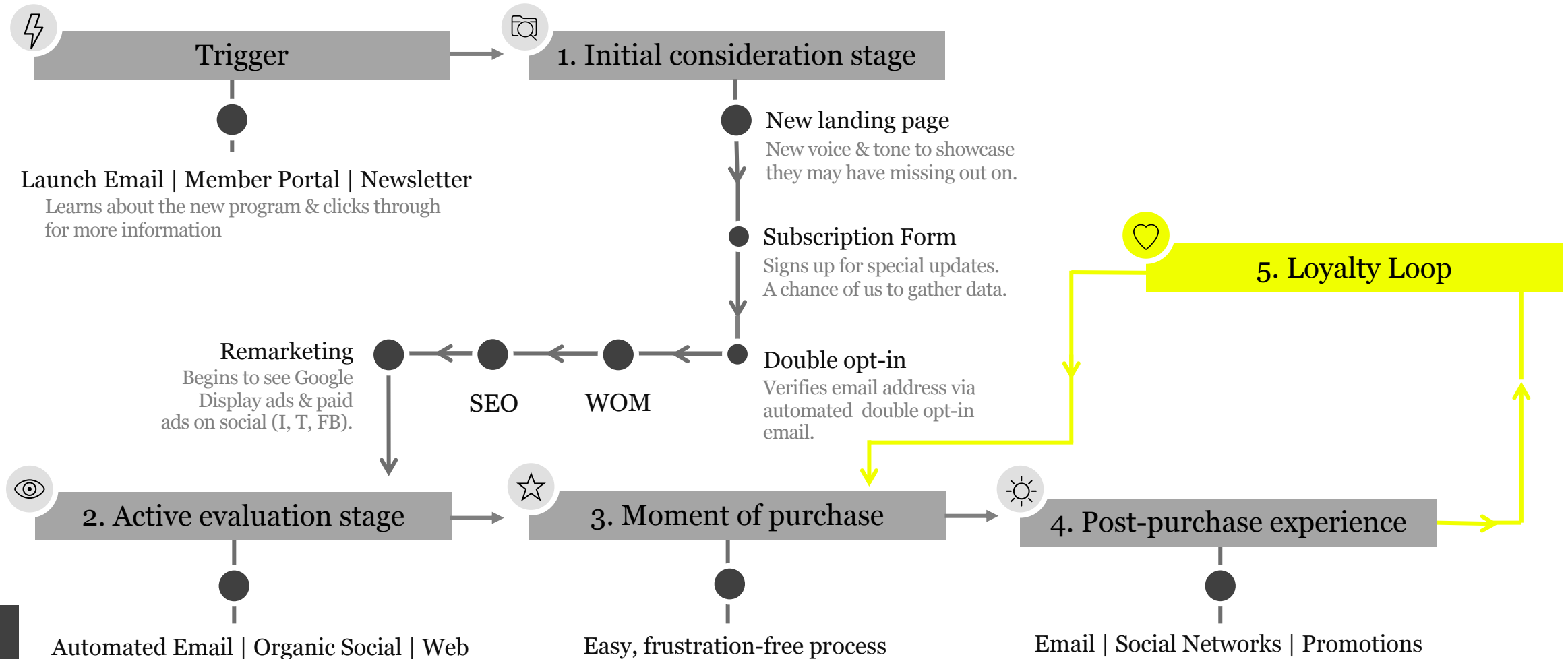
# Journey map

## Cadets & Junior Rangers (-18)



# Journey map

## Current Member





**I'm Joelle Hamilton.**

A Digital Marketing Strategist

# This is me

I'm a bilingual communication professional with nine years of experience working in the field of digital marketing, including social media, email marketing, and branding. Experienced at designing, developing, and optimizing high-impact, effective, innovative digital campaigns and creating a seamless and value-driven UX across digital platforms.