

This 12-Week Pre-Campaign - Example

READY
FUNDGO 

Ready Fund Go Campaign Management-As-A-Service					
Week 1					
Overview	Client Input	Direct	Channels	Creativity	Assets
<p>In the first week it's about auditing the crowd, understanding your existing reach, looking at the story you tell and finding your place in the market.</p> <p>This will require input from the client.</p> <p>In the background the RFG team must be setup with an @client.email</p>	<p>Who do the Founders know.</p> <p>Founders list 100 people they know that interested in this for personal reasons. (2-4 hours)</p> <p>Assist Audit of "Owned" Channels. Things like their mailing list and FB Group (1-hr)</p> <p>Assist Brand / Story by participating in a workshop (3-4 hours)</p>	<p>Audit existing customer-owned channels.</p> <p>Add "owned channels" to campaign plan in excel.</p> <p>Template:</p>	<p>Setup additional Social Channels for Client using their email address</p> <p>Medium FB Community Telegram Group Pinterest Group Slack Groups LinkedIn Profile LinkedIn Group Instagram Twitter Snapchat WhatsApp Group Podcast1 Amazon (optional) Shopify (optional)</p> <p>Select 1-3 primary channels</p> <p>Purchase Hootsuite for secondary</p>	<p>Story / Brand positioning workshop needs to be held with client</p> <p>Template:</p>	<p>Do a 360 review of: Facebook groups that are related to the campaign topics(s). Review: Meetups Slack channels LinkedIn groups Telegram groups Web search Charity Suppliers to Beneficiaries of Supporters of Govt department responsible for Peak body of Youth body of Gay body of Local branch of international brand Industry body for Niche media for Blog search Influencer search</p>
Hours	10	8	16	8	8

Week 2	Ready Fund Go Campaign Management-As-A-Service				
Overview	Client Input	Direct	Channels	Creativity	Assets
This is often the toughest week as we have to get detailed with audience segmentation and come up with a brief for initial collateral.	<p>Audience Segmentation (2-hrs)</p> <p>Client Channel Marketing Workshop (8-hours)</p>	<p>Comms plan - audience segmentation</p> <p>Template:</p>	<p>Teach client channel marketing workshop.</p> <p>Setup Co-Creation Ideas Setup How to take video and strip transcript, audio out. Then take all 3 mediums and reposit for each channel Ref</p> <p>Template:</p>	<p>Brief design document</p> <p>Template:</p> <p>Agree audience segmentation</p>	<p>Create Brand Guidelines</p> <p>Template:</p> <p>Basic Communications Collateral on every channel</p>
Hours	10	16	16	4	4

Ready Fund Go Campaign Management-As-A-Service		
Week 3		
Overview	Client Input	Channel Acquisition - done by RFG Campaign Manager
This will include finalising the first 2-weeks of planning and initial contact with new channels	Provide feedback get weekly update (2-4 hours)	<p><i>Understand a likely group of potential customers / investors / supporters (customer segmentation week 1 and 2)</i></p> <p><i>Join a group with a concentration of these individuals (social media review in week 1)</i></p> <p><i>Tune in to the tone of conversation by going back through “news feed” of this group. Use this to choose an approach type.</i></p> <p><i>Comment thoughtfully on several of the group posts.</i></p> <p><i>Post your own intro and what you’re hopes are for the product / business. Let people know you are in research phase invite them to Co-create.</i></p> <p><i>Run a co-creation Zoom, slack, poll or some other digital function that gives you email addresses of people interested from that group.</i></p> <p><i>Schedule then run the Co-creation event and report back in co-creation process.</i></p> <p><i>In meantime if something useful comes out of co-creation - add to your channel prospects or feedback to RFG team and client.</i></p> <p><i>* Several weeks later you will re-approach group with information about upcoming crowdfunding campaign and will seek commitment.</i></p>
Hours	2-4	20 hrs tidy up, 20 hours Channel Acquisition

Week 4		Ready Fund Go Campaign Management-As-A-Service
Overview	Client Input	Channel Acquisition - done by RFG Campaign Manager
Focus should be on Channel Acquisition	Provide feedback get weekly update (2-4 hours)	<p><i>Understand a likely group of potential customers / investors / supporters (customer segmentation week 1 and 2)</i></p> <p><i>Join a group with a concentration of these individuals (social media review in week 1)</i></p> <p><i>Tune in to the tone of conversation by going back through “news feed” of this group. Use this to choose an approach type.</i></p> <p><i>Comment thoughtfully on several of the group posts.</i></p> <p><i>Post your own intro and what you’re hopes are for the product / business. Let people know you are in research phase invite them to Co-create.</i></p> <p><i>Run a co-creation Zoom, slack, poll or some other digital function that gives you email addresses of people interested from that group.</i></p> <p><i>Schedule then run the Co-creation event and report back in co-creation process.</i></p> <p><i>In meantime if something useful comes out of co-creation - add to your channel prospects or feedback to RFG team and client.</i></p> <p><i>* Several weeks later you will re-approach group with information about upcoming crowdfunding campaign and will seek commitment.</i></p>
Hours	2-4	40 hours Channel Acquisition

Week 5		Ready Fund Go Campaign Management-As-A-Service
Overview	Client Input	Channel Acquisition - done by RFG Campaign Manager
Focus should be on Channel Acquisition	Provide feedback get weekly update (2-4 hours)	<p><i>Understand a likely group of potential customers / investors / supporters (customer segmentation week 1 and 2)</i></p> <p><i>Join a group with a concentration of these individuals (social media review in week 1)</i></p> <p><i>Tune in to the tone of conversation by going back through “news feed” of this group. Use this to choose an approach type.</i></p> <p><i>Comment thoughtfully on several of the group posts.</i></p> <p><i>Post your own intro and what you’re hopes are for the product / business. Let people know you are in research phase invite them to Co-create.</i></p> <p><i>Run a co-creation Zoom, slack, poll or some other digital function that gives you email addresses of people interested from that group.</i></p> <p><i>Schedule then run the Co-creation event and report back in co-creation process.</i></p> <p><i>In meantime if something useful comes out of co-creation - add to your channel prospects or feedback to RFG team and client.</i></p> <p><i>* Several weeks later you will re-approach group with information about upcoming crowdfunding campaign and will seek commitment.</i></p>
Hours	2-4	40 hours Channel Acquisition

Week 6		Ready Fund Go Campaign Management-As-A-Service
Overview	Client Input	Channel Acquisition - done by RFG Campaign Manager
Focus should be on Channel Acquisition	Provide feedback get weekly update (2-4 hours)	<p><i>Understand a likely group of potential customers / investors / supporters (customer segmentation week 1 and 2)</i></p> <p><i>Join a group with a concentration of these individuals (social media review in week 1)</i></p> <p><i>Tune in to the tone of conversation by going back through “news feed” of this group. Use this to choose an approach type.</i></p> <p><i>Comment thoughtfully on several of the group posts.</i></p> <p><i>Post your own intro and what you’re hopes are for the product / business. Let people know you are in research phase invite them to Co-create.</i></p> <p><i>Run a co-creation Zoom, slack, poll or some other digital function that gives you email addresses of people interested from that group.</i></p> <p><i>Schedule then run the Co-creation event and report back in co-creation process.</i></p> <p><i>In meantime if something useful comes out of co-creation - add to your channel prospects or feedback to RFG team and client.</i></p> <p><i>* Several weeks later you will re-approach group with information about upcoming crowdfunding campaign and will seek commitment.</i></p>
Hours	2-4	40 hours Channel Acquisition

Week 7	Ready Fund Go Campaign Management-As-A-Service				
Overview	Client Input	Direct	Channels	Creativity	Assets
<p>This is the review week. We need to assess if the assumptions we made are stacking up and report back what channels we have had co-creation events with and what prospects we hold for each of these new relationships.</p>	<p>Channel Review</p> <p>Template:</p> <p>Asset Briefing with design team</p>	<p>Collate feedback from Co-creation events and put aggregated information into a summary report.</p> <p>This summary report can be used by clients to show traction. This can also be fed back to owned channels and any acquired channels.</p>	<p>Any remaining Channel Acquisition</p>	<p>Brief the campaign page, rewards, designers, video makers and copywriters</p>	<p>Start Canva file for client and prepare for v2 collateral</p>
Hours	10	16	10	14	4

Week 8	Ready Fund Go Campaign Management-As-A-Service				
Overview	Client Input	Direct	Channels	Creativity	Assets
Getting ready to switch from meeting people and asking for their input to getting their commitment to help you distribute the campaign when live.	Provide feedback get weekly update (2-4 hours)		Maintain comments in each channel to make sure everyone knows your alive		Build v2 base collateral Create Canva for custom collateral by channel type
Hours	2-4		12		28

Week 9		Ready Fund Go Campaign Management-As-A-Service	
Overview	Client Input	Direct	Channels Sign Up To Distribution Agreement
Switching from input to commitment seeking	Provide feedback get weekly update (2-4 hours)	Seek commitment from “owned channels” using custom channel v2 collateral	<p><i>Typical round 2 of channel nurturing</i></p> <p><i>* Assumes you have already done some co-creation with each channel previously</i></p> <p><i>* Assumes your have some channels responsive / some not</i></p> <p><i>Come back to channel with scripted post / notification</i></p> <p><i>... thanks for your help... We need your support... please sign up to or commit to sharing the word...</i></p> <p><u>Template:</u></p> <p>Follow-up and send distribution agreement to attendees of co-creation events</p> <p>Create and distribute any custom collateral for each channel</p>
Hours	2-4	4	36

Week 10		Ready Fund Go Campaign Management-As-A-Service	
Overview	Client Input	Direct	Channels Sign Up To Distribution Agreement
Commitment seeking	Provide feedback get weekly update (2-4 hours)	Seek commitment from “owned channels” using custom channel v2 collateral	<p><i>Typical round 2 of channel nurturing</i></p> <p><i>* Assumes you have already done some co-creation with each channel previously</i></p> <p><i>* Assumes your have some channels responsive / some not</i></p> <p><i>Come back to channel with scripted post / notification</i></p> <p><i>... thanks for your help... We need your support... please sign up to or commit to sharing the word...</i></p> <p><i>Template</i></p> <p><u>Template:</u></p> <p>Follow-up and send distribution agreement to attendees of co-creation events</p> <p>Create and distribute any custom collateral for each channel</p>
Hours	2-4	4	36

Week 11	Ready Fund Go Campaign Management-As-A-Service				
Overview	Client Input	Direct	Channels	Creativity	Assets
Getting ready to switch from meeting people and asking for their input to getting their commitment to help you distribute the campaign when live.	Provide feedback get weekly update (2-4 hours) Channel Review Asset Briefing	Compile Campaign Send Out Plan	Maintain Channels Sign Up To Distribution Agreement Process	V3 and Campaign Video Briefs PR and Influencer Briefs AdWords Briefs	Build v3 base collateral Create Canva for custom collateral by channel type Build Campaign Page Draft
Hours	8-10		12		28

Week 12		Ready Fund Go Campaign Management-As-A-Service			
Overview	Client Input	Direct	Channels	Creativity	Assets
It's getting real and tensions will likely be high as the final channel commitments are made and the collateral is all starting to line up. Believe it or not, this is the calm before the storm.	<p>Provide feedback get weekly update (2-4 hours)</p> <p>Review - are we ready to go live?</p>	<p>Compile Campaign Send Out Plan</p> <p>Campaign Manager and client determine if they have the 30% or not?</p>	<p>DB Priming</p> <p>Pre-campaign emails to channels for them to distribute</p> <p>As per</p> <p>Template:</p> <p>Distribute custom collateral taken from Canva</p>	<p>Add Campaign Video To Page</p> <p>Template:</p> <p>Select PR and Influencer options</p> <p>Template:</p> <p>AdWords Briefs</p> <p>Template:</p>	<p>Distribute custom collateral taken from Canva to each channel ready for launch.</p> <p>Fill-in campaign plan from Distribution agreements.</p> <p>Template:</p>
Hours	4-6	8	12	12	8