Diksha Technologies

Smart Invoice Pro

TM Forum Frameworx 18.0 Certification

Business Process Framework (eTOM) Release 18.0

Self-Assessment Process Mapping Report

Market & Sales Domain

Level 2 Process: Marketing Campaign Management (1.1.15)

Version 2, Final Review

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Diksha Technologies

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1.1.15 Marketing Campaign Management

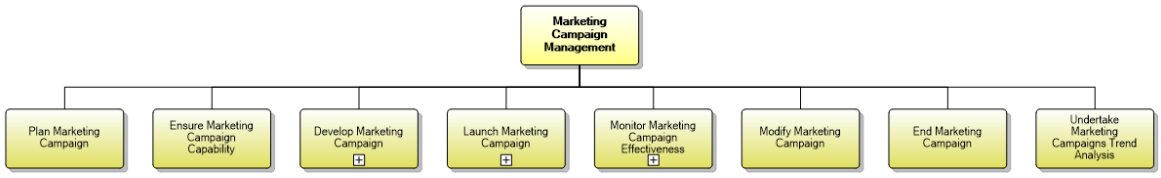


Figure 1 1.1.15 Marketing Campaign Management

Marketing Campaign Management

Process Identifier: 1.1.15

Brief Description

Develop a marketing campaign through a coordinated series of steps that can include promotion of a product through different mediums (television, radio, print, online) using a variety of different types of advertisements to reach the market, customers and channels. **A**

Extended Description

Marketing Campaign Management develops a marketing campaign through a coordinated series of steps that can include promotion of one or more product offerings through different mediums (television, radio, print, online) using a variety of different types of advertisements to reach the market, customers and channels.

Marketing campaigns can be designed with different ends in mind, including building a brand image, introducing a new product, retaining customers, bringing in new customers, increasing sales of a product already on the market, or even reducing the impact of negative news.

Marketing Campaign Management works with other processes, such as Brand Management, Market Research, Marketing Communications, Product Offering Promotion Development, and Advertising Management to design marketing promotions and advertising, to determine trade show participation and presence, to support product introductions, and so forth. One of the key roles of all these processes is to position the product in the market, especially versus competitive products. **AM**

This L2 Process is defined in detail with L3 processes. Refer below L3 processes and shared artifacts

1.1.15.1 Plan Marketing Campaign

Process Identifier: 1.1.15.1

Brief Description

Put together a plan for a marketing campaign to be used for positioning the enterprise and its product offerings in the marketplace. The plan includes targets, delivery channels, budget, return on investment (ROI). This process also ensures the campaign adheres to the overall campaign plan developed by Market Strategy & Policy. **AM**

For ROI, we are capturing click through rate and open through rate for email and SMS campaigns. For Social Media campaigns, ROI development is in progress.

Extended Description

Plan Marketing Campaign defines the specific strategy, objectives, start/end date, and messages to be used for positioning the enterprise in the marketplace, including its relationship to competitors. Establish Market Strategy defines the overall umbrella, and this process operates within that umbrella to target the marketing campaigns for the enterprise in general, specific products, market segments, customers and prospects, and so forth. **AM**

It selects the appropriate channel or channels to support delivery of the campaign and defines contact rules in order to make certain that commercial pressure on customers is managed. **AM**

It ensures that the campaign adheres to the campaign plan defined by Market Strategy & Policy specifically to fall in sequence with other campaigns in the plan to reach the expected business objectives for a specific market segment. **A**

Smart Invoice Pro provides campaign management with below mentioned features

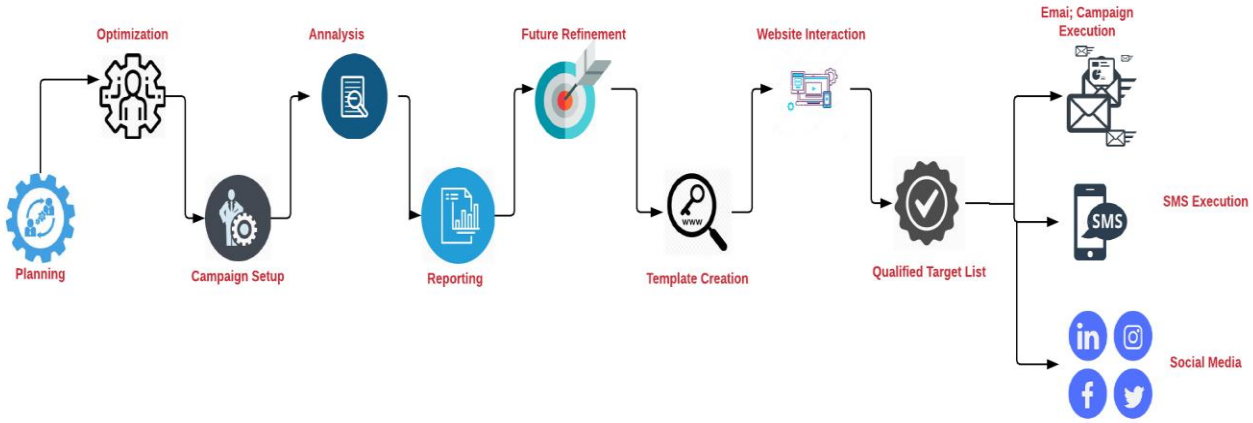
- ***Campaign Preparation***
  - *Campaign Goals*
  - *How to Target Campaigns*
  - *Determine Campaign Programs*
  - *Define Campaign Responses*
  - *Define Campaign Access*

- ***Campaign Execution***
  - *Build Campaign*
  - *Campaign Tools*
  - *Campaign Members*
  - *Bulk E-mail/SMS*
  - *Social Media (Facebook, Twitter, LinkedIn)*
- ***Campaign Tracking***
  - *Campaign Responses*
  - *Campaign Measurement*

- ***Campaign Preparation***
  - *Increase sales revenue*
  - *Enhance pipeline on open opportunities*
  - *Track customer interest*
  - *Increase customer retention*
  - *Awareness events that drive PR and brand awareness for the company (e.g. product launches)*
  - *Add-on products targeted to call down campaign with Sales-Pat*
  - *Campaign Preparation Goal of the campaign: Define your goals and objectives*
- ***Campaign Execution***
  - *Products and services*
  - *Create a campaign picklist field for Product or Focus Area*
  - *Advertisements and publications/media*
  - *Create a picklist field for Ad Type with values such as Magazine, Newspaper, Online, etc.*

- *Create another picklist for specific publication so you can report on both levels Campaign Preparation Goal of the campaign: Define your goals and objectives*
- *Offers made in campaigns*
- *Track the different types of high-level offers (e.g. whitepapers, demos, web seminars) to track overall effectiveness*

Below is the Process Flow for Smart Invoice Pro campaign management



1.1.15.2 Ensure Marketing Campaign Capability

This process element is out of scope for this conformance certification

1.1.15.3 Develop Marketing Campaign

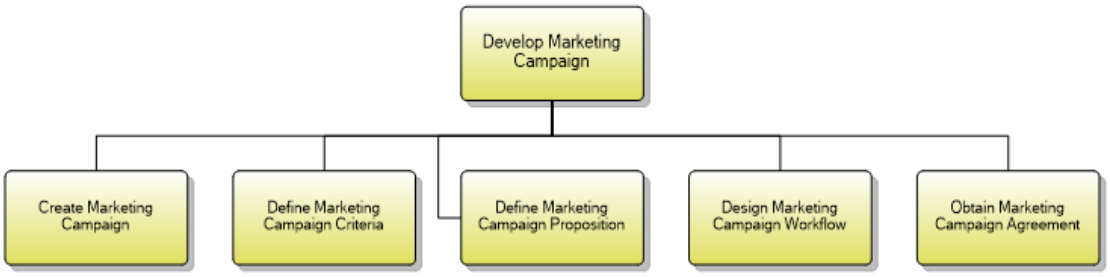


Figure 2 1.1.15.3 Develop Marketing Campaign

Develop Marketing Campaign

Process Identifier: 1.1.15.3

Brief Description

Manage all activities and stakeholder engagement to develop and agree on a marketing campaign and the selection of appropriate channel or channels to support delivery of the campaign. **A**

Extended Description

Develop Marketing Campaign manages all activities and stakeholder engagement to develop and agree on a marketing campaign. It also interacts with Marketing Communications to develop campaign messages and Product Offering Promotion Development to create product offering promotions associated with the campaign. **AM**

Smart Invoice Pro can create, edit and launch campaign to the targeted customer via different channels – Email, SMS, Facebook, LinkedIn, twitter and helps in tacking the effectiveness of the campaign across the channels

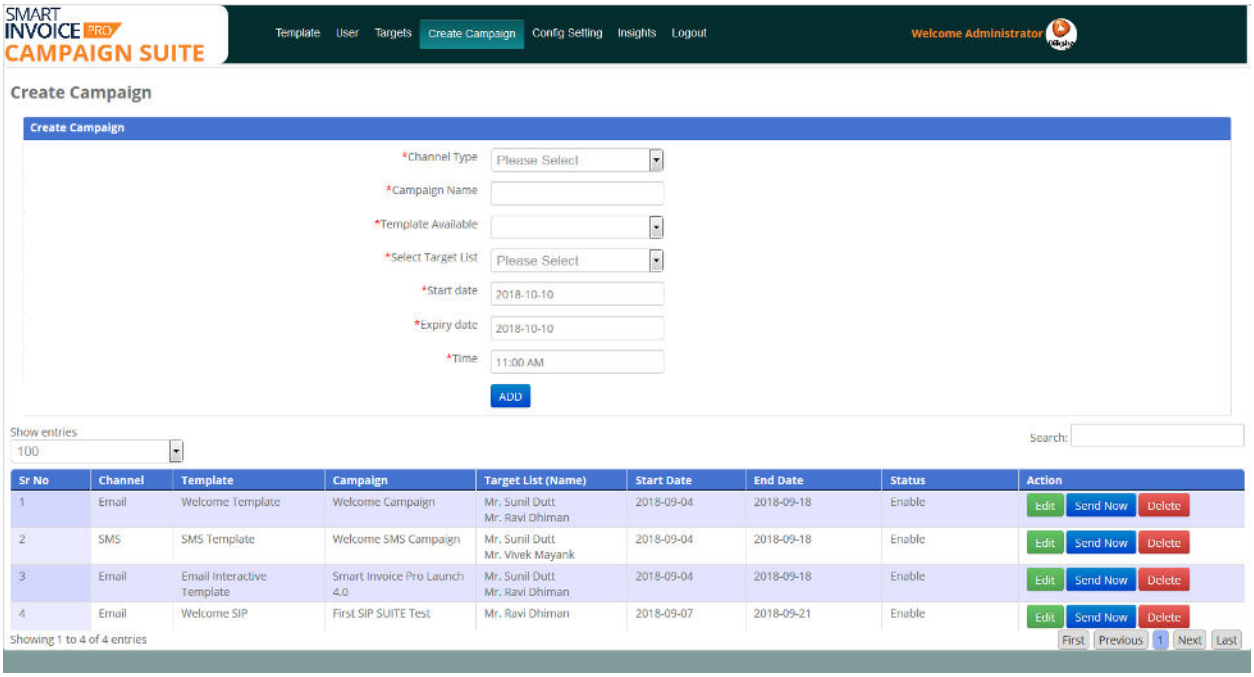
The criteria used to identify the customer and other parties targeted by the marketing campaign are defined. Develop a target list of customers and other parties that will be contacted as part of the campaign. **A**

Target list can be imported or manually created for targeted campaigns. Refer screenshots below

Describe the marketing campaign proposition which that will be addressed to each market sub-segment in terms of discounts for associated product promotions, requested effort, and validity period.
Design the marketing campaign workflow which includes establishing and scheduling waves, or periodical steps in the campaign. Each wave is designed to take into account responses from those targeted by the campaign. **A**
Smart Invoice Pro provides end user to schedule the campaigns with specific start date and end date which can be edited based on campaign effectiveness

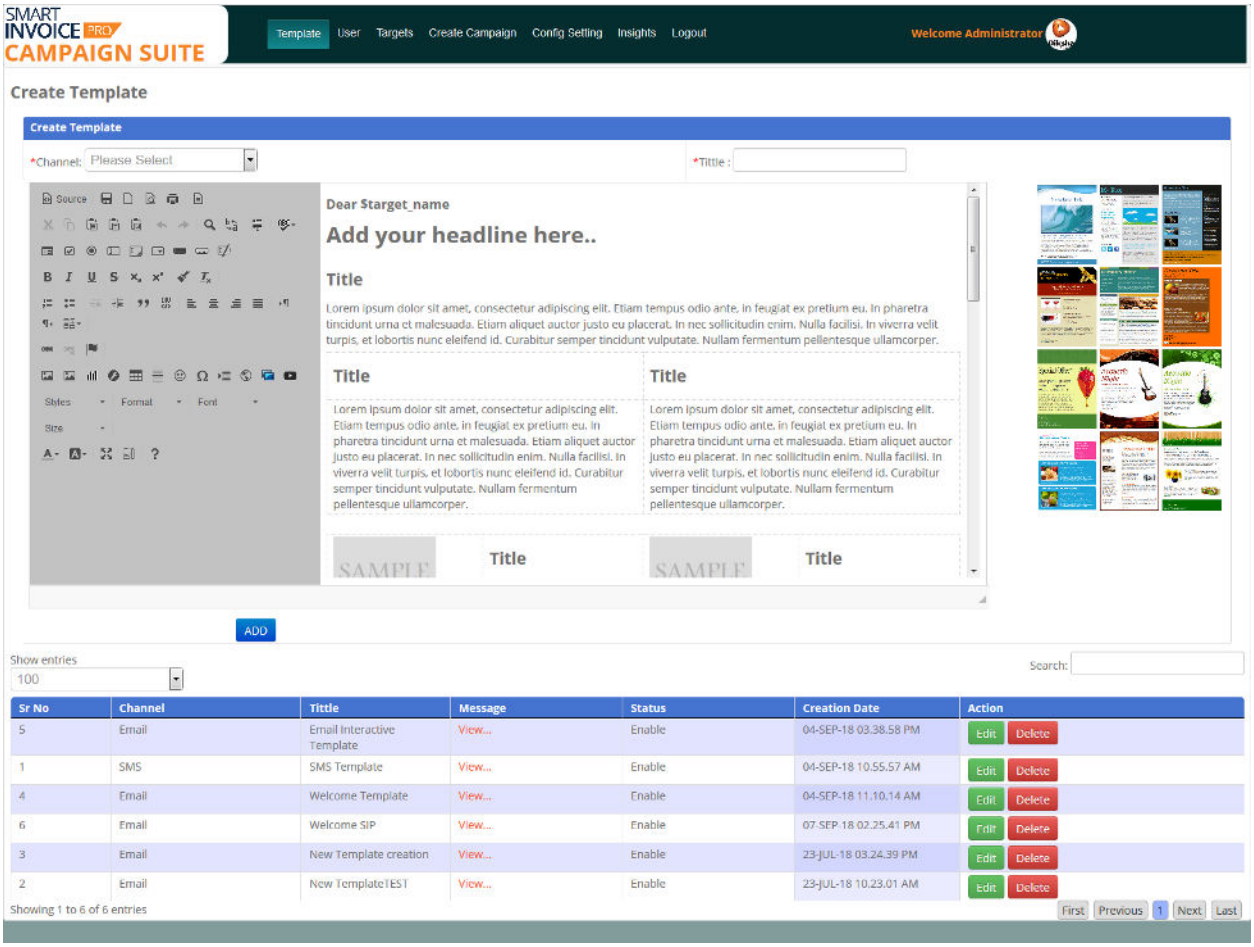
Smart Invoice pro provides the feature to schedule the campaigns. A user can set day and time and campaign will be automatically triggered

Below is the screen for create and edit campaign. Here we can select the channel from dropped down list

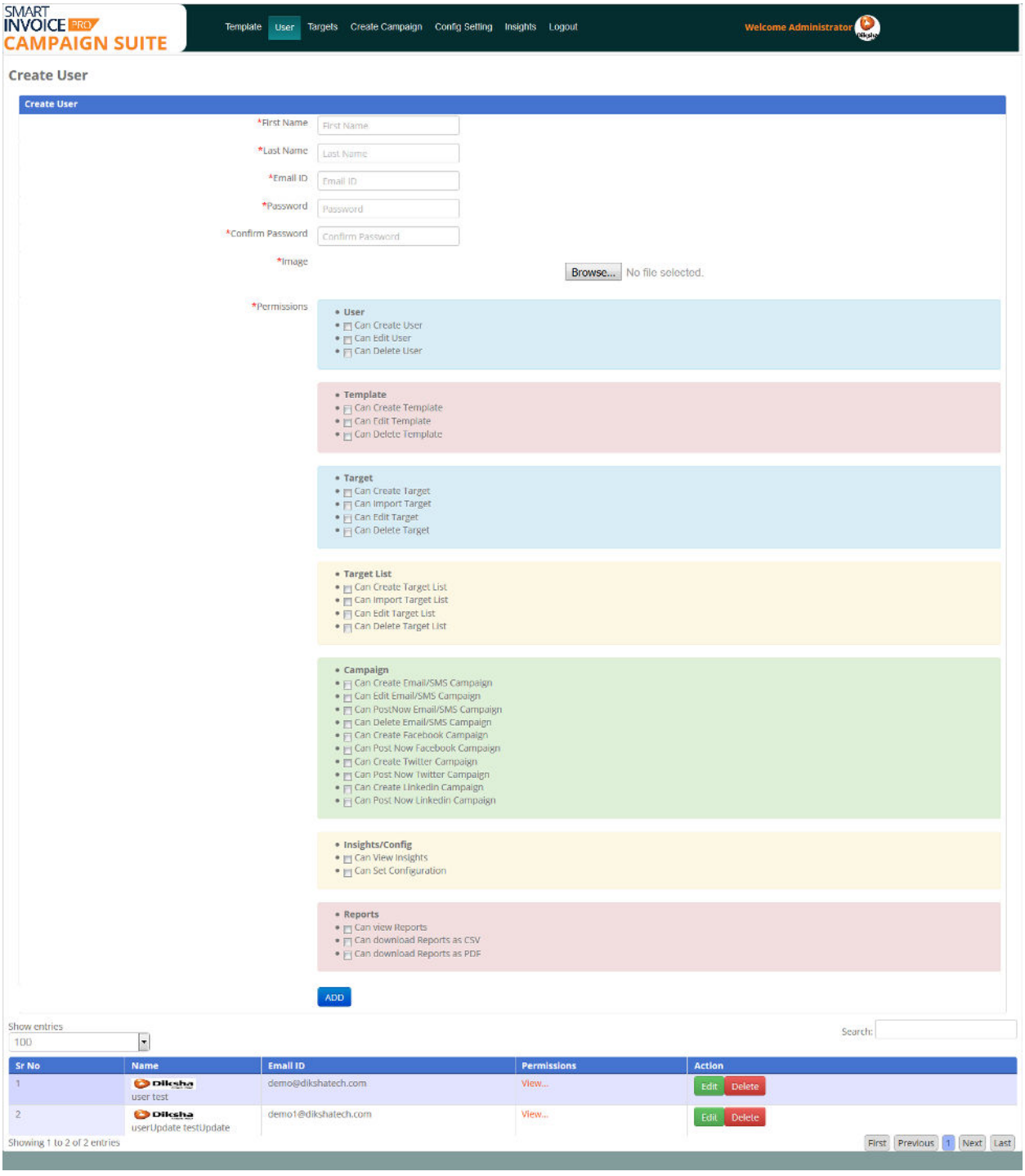


Template Design:

Below is the screen for Template Design. Here user Can select the Channel and user can create the template.

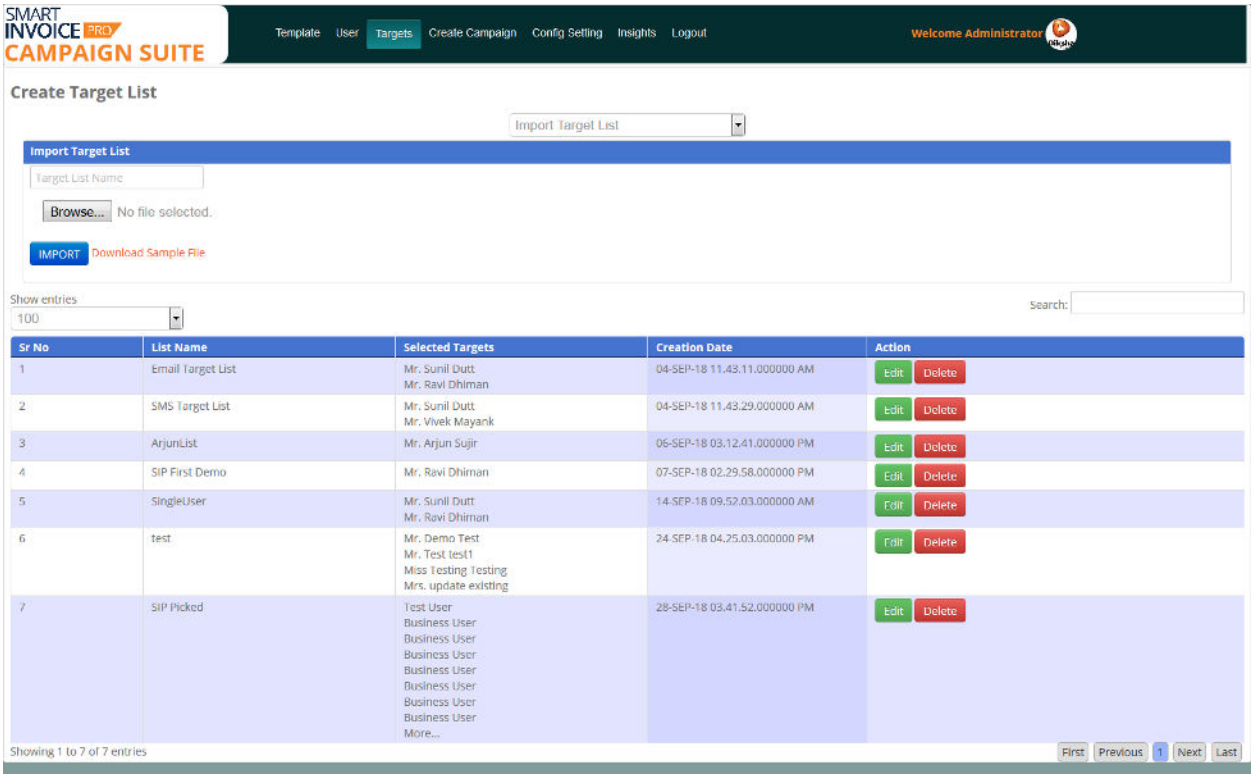


User Creation: Admin user will have access to create users based on role. Admin can give permissions based on the user requirement. Below is the screen for user creation. All permissions are configured.

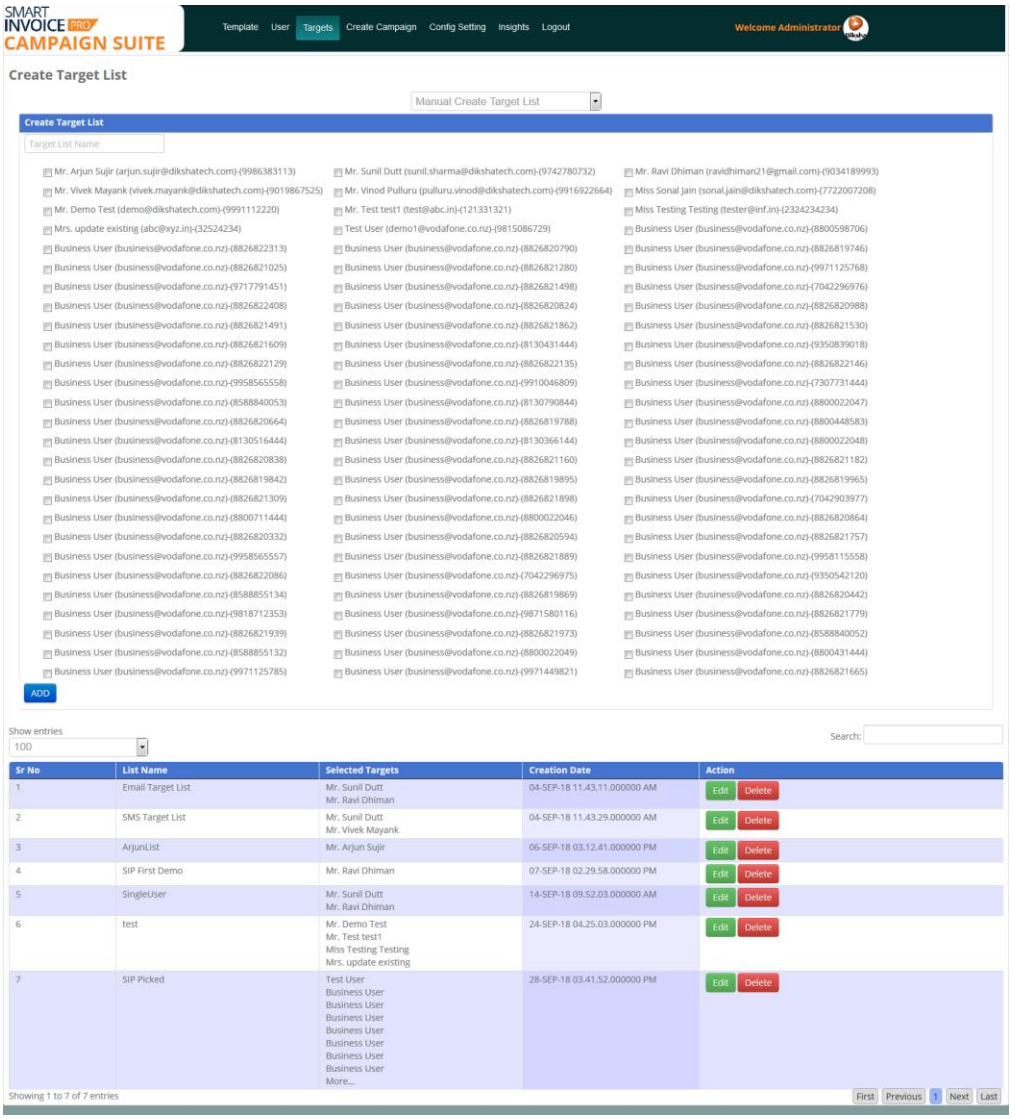


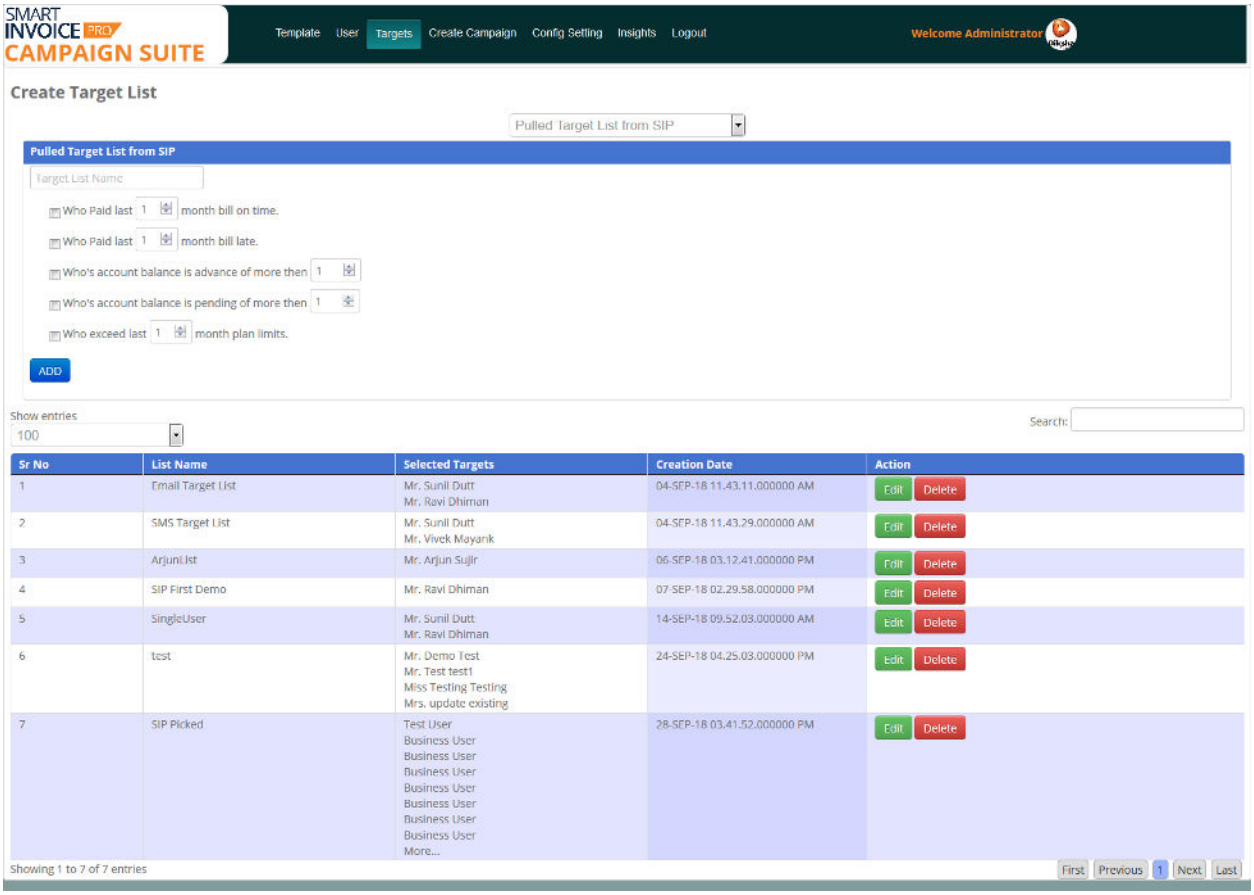
Target List Creation: In campaign management system, a user can create list of the target to whom user want to send the campaigns. We can Edit/delete the campaigns.

We have target list bulk upload. A sample file can download and fill the mandatory details and upload. Then it will create the target list.

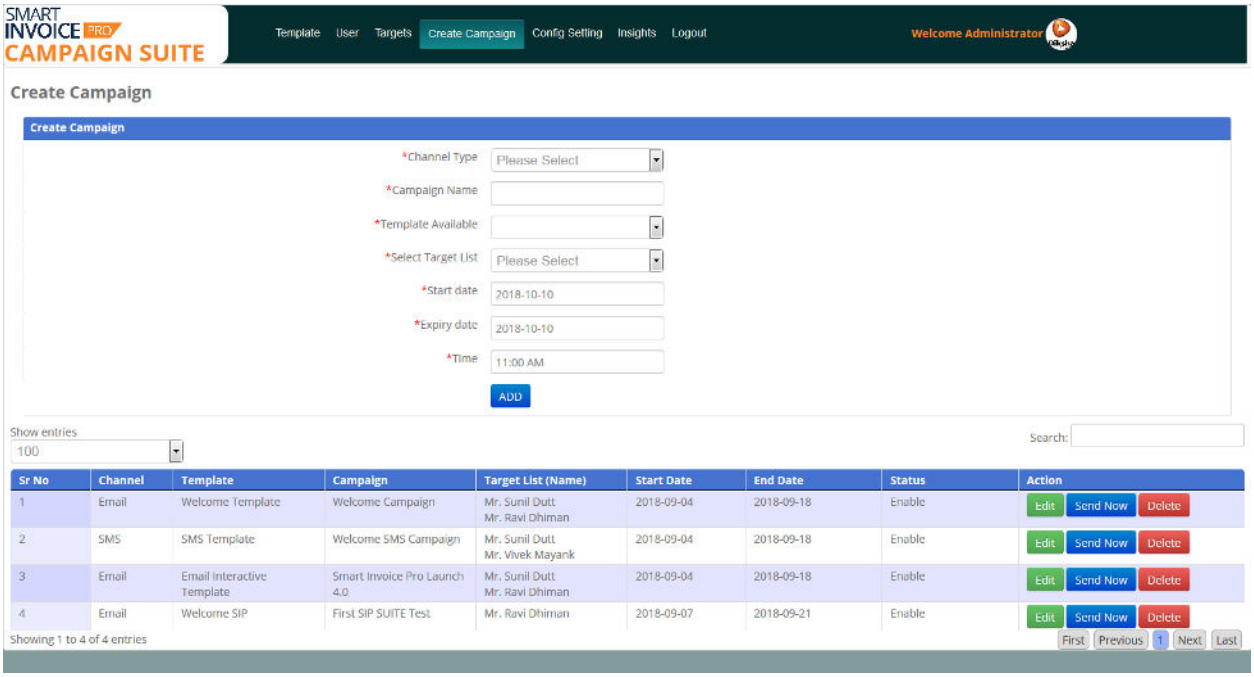


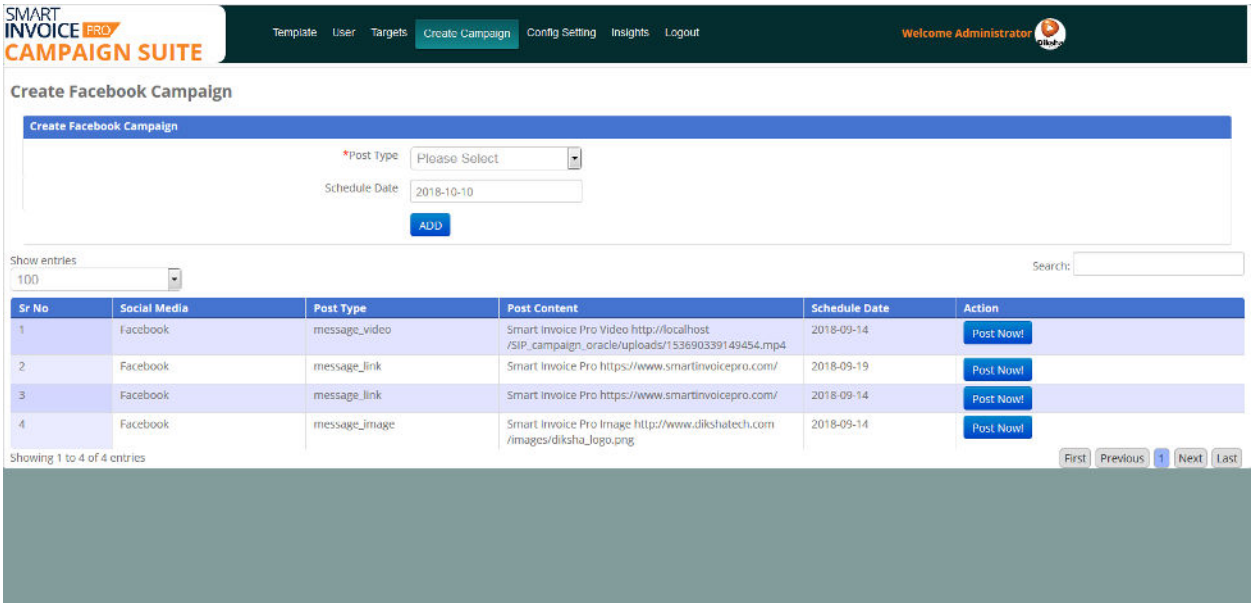
User can also create the target list manually. In UI it will show the list of target list whom a user need to send the campaigns. Below is the screen shot for Manual target list Creation

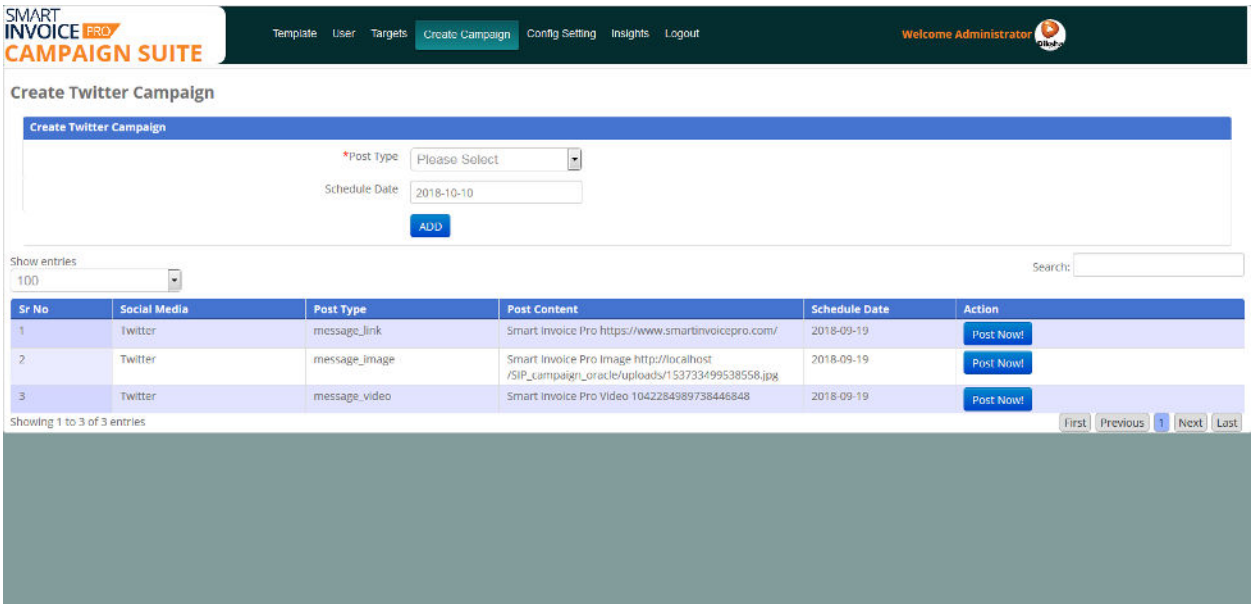

SMART INVOICE PRO
CAMPAIGN SUITE
Template
User
Targets
Create Campaign
Config Setting
Insights
Logout
Welcome Administrator
Create Target List
Manual Create Target List
Create Target List
Target List Name
ADD
Show entries
100
Search:
Sr No
List Name
Selected Targets
Creation Date
Action
1
Email Target List
Mr. Sunil Dutt
Mr. Ravi Dhiman
04-SEP-18 11.43.11.000000 AM
Edit
Delete
2
SMS Target List
Mr. Sunil Dutt
Mr. Vivek Mayank
04-SEP-18 11.43.29.000000 AM
Edit
Delete
3
ArjunList
Mr. Arjun Sujir
06-SEP-18 03.12.41.000000 PM
Edit
Delete
4
SIP First Demo
Mr. Ravi Dhiman
07-SEP-18 02.29.58.000000 PM
Edit
Delete
5
SingleUser
Mr. Sunil Dutt
Mr. Ravi Dhiman
14-SEP-18 09.52.03.000000 AM
Edit
Delete
6
test
Mr. Demo Test
Mr. Test test1
Miss Testing Testing
Mrs. update existing
24-SEP-18 04.25.03.000000 PM
Edit
Delete
7
SIP Picked
Test User
Business User
Business User
Business User
Business User
Business User
Business User
Business User
More...
28-SEP-18 03.41.52.000000 PM
Edit
Delete
Showing 1 to 7 of 7 entries
First
Previous
1
Next
Last

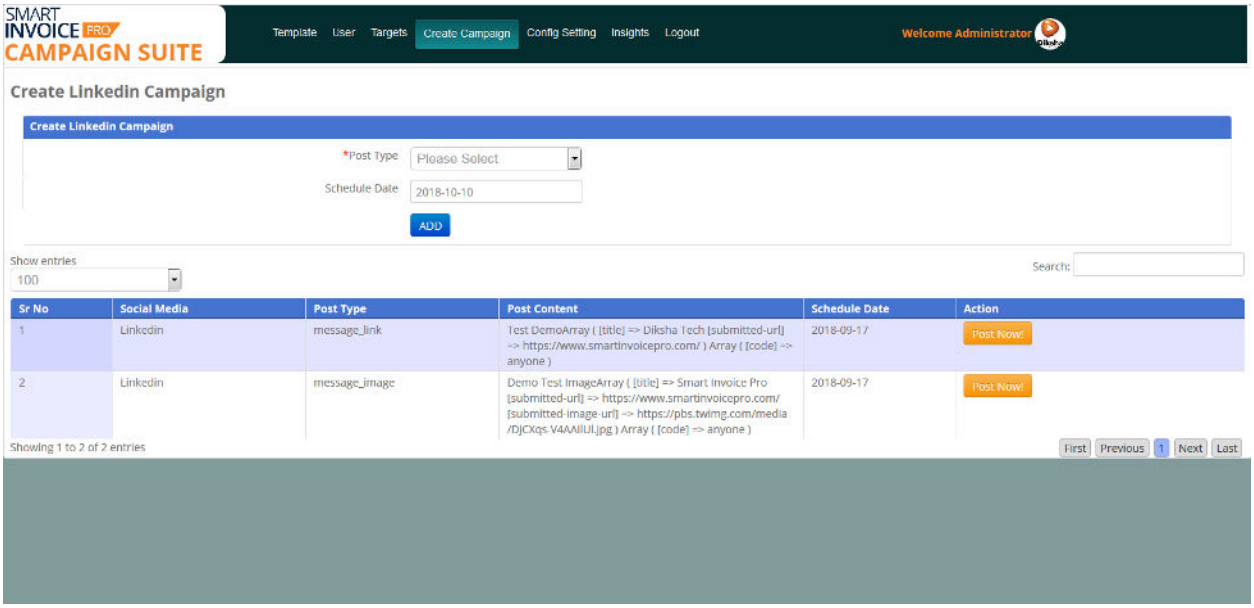


Create Campaign: In below we can create the Campaign by selecting all necessary fields




SMART INVOICE PRO
CAMPAIGN SUITE
Template
User
Targets
Create Campaign
Config Setting
Insights
Logout
Welcome Administrator
Create Facebook Campaign
Create Facebook Campaign
*Post Type
Please Select
Schedule Date
2018-10-10
ADD
Show entries
100
Search:
Sr No
Social Media
Post Type
Post Content
Schedule Date
Action
1
Facebook
message_video
Smart Invoice Pro Video http://localhost /SIP_campaign_oracle/uploads/153690339149454.mp4
2018-09-14
Post Now!
2
Facebook
message_link
Smart Invoice Pro https://www.smartinvoicepro.com/
2018-09-19
Post Now!
3
Facebook
message_link
Smart Invoice Pro https://www.smartinvoicepro.com/
2018-09-14
Post Now!
4
Facebook
message_image
Smart Invoice Pro Image http://www.dikshatech.com /images/diksha_logo.png
2018-09-14
Post Now!
Showing 1 to 4 of 4 entries
First
Previous
1
Next
Last


SMART INVOICE PRO
CAMPAIGN SUITE
Template
User
Targets
Create Campaign
Config Setting
Insights
Logout
Welcome Administrator
Create Twitter Campaign
Create Twitter Campaign
*Post Type
Please Select
Schedule Date
2018-10-10
ADD
Show entries
100
Search:
Sr No
Social Media
Post Type
Post Content
Schedule Date
Action
1
Twitter
message_link
Smart Invoice Pro https://www.smartinvoicepro.com/
2018-09-19
Post Now!
2
Twitter
message_image
Smart Invoice Pro Image http://localhost /SIP_campaign_oracle/uploads/153733499538558.jpg
2018-09-19
Post Now!
3
Twitter
message_video
Smart Invoice Pro Video 1042284989738446848
2018-09-19
Post Now!
Showing 1 to 3 of 3 entries
First
Previous
1
Next
Last


SMART INVOICE PRO
CAMPAIGN SUITE
Template
User
Targets
Create Campaign
Config Setting
Insights
Logout
Welcome Administrator
Create Linkedin Campaign
Create Linkedin Campaign
*Post Type
Please Select
Schedule Date
2018-10-10
ADD
Show entries
100
Search:
Sr No
Social Media
Post Type
Post Content
Schedule Date
Action
1
Linkedin
message_link
Test DemoArray ([title] => Diksha Tech [submitted-url] => https://www.smartinvoicepro.com/) Array ([code] => anyone)
2018-09-17
Post Now!
2
Linkedin
message_image
Demo Test ImageArray ([title] => Smart Invoice Pro [submitted-url] => https://www.smartinvoicepro.com/ [submitted-image-url] => https://pbs.twimg.com/media/DJCXqs-V4AAIlJI.jpg) Array ([code] => anyone)
2018-09-17
Post Now!
Showing 1 to 2 of 2 entries
First
Previous
1
Next
Last

1.1.15.4 Launch Marketing Campaign

Figure 3 1.1.15.4 Launch Marketing Campaign

Launch Marketing Campaign

Process Identifier: 1.1.15.4

Brief Description

Manage and co-ordinate the delivery of the marketing campaign to the selected channel(s).

Extended Description

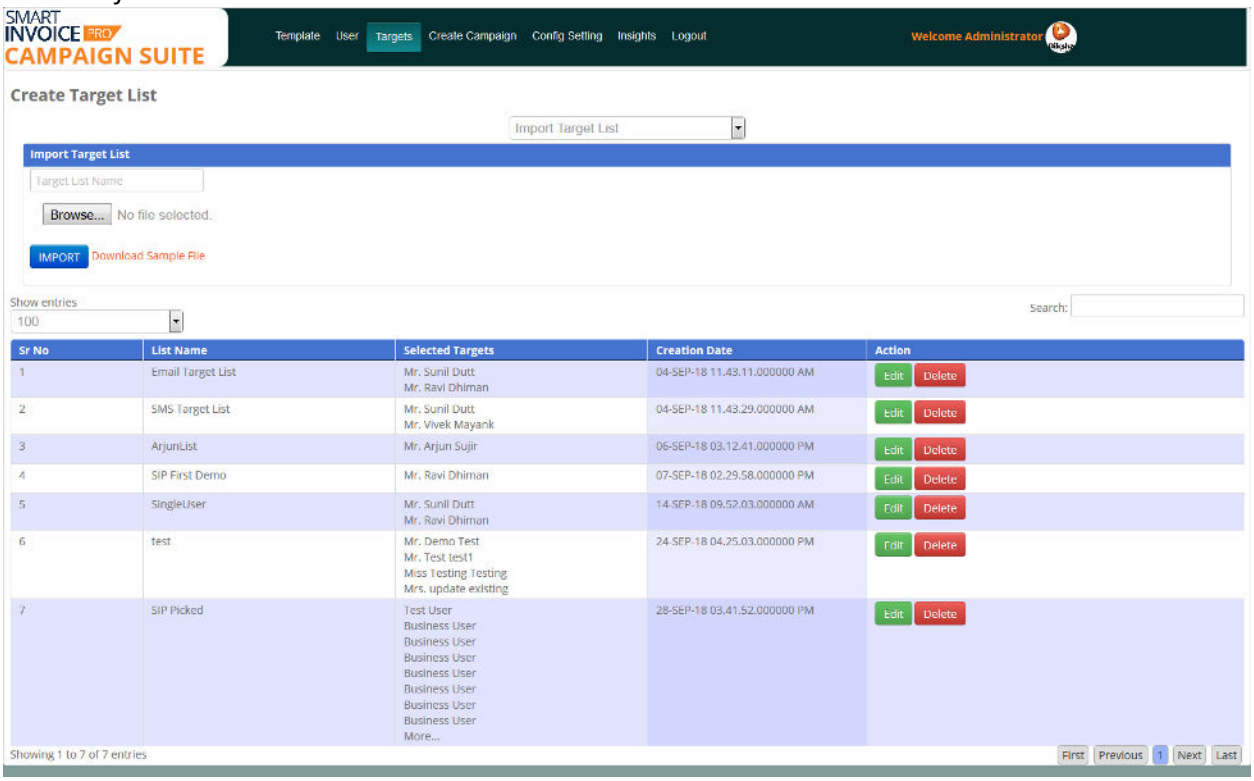
Launch Marketing Campaign executes the marketing campaign by managing and coordinating the delivery of the marketing campaign to the selected channel(s). It ensures that the channel(s) (owned and/or contracted) are adequately trained and/or informed to manage the campaign launch, and that sufficient resources are available in the selected channel(s) to support the launch. **AM**

Once marketing campaign is developed then it can be launch to multiple channel like Social Media, email, SMS and tracked via trend analysis.

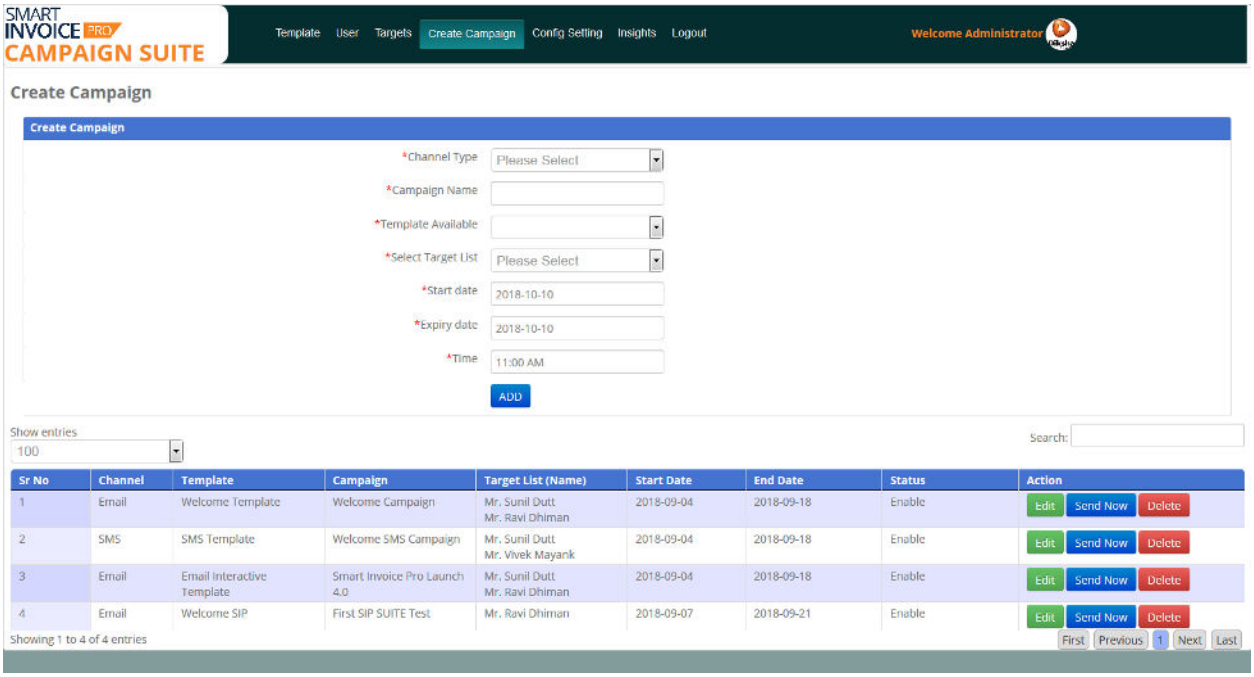
An initial launch of the marketing campaign may be made to limited audiences in order to validate the campaign before it is formally launched. In this case the MoMnitor Marketing Campaign Effectiveness process may also be executed during the initial launch. **AM**

Launch of a campaign can be done only for limited or targeted customer and its effectiveness across the channels can be measure via trend analysis feature of Smart Invoice Pro

Below is the screenshot to import target list, via this feature a user can send the campaigns to limited audience for validation.



Below is the screenshot for creating and launching campaign


SMART INVOICE PRO
CAMPAIGN SUITE
Template
User
Targets
Create Campaign
Config Setting
Insights
Logout
Welcome Administrator
Create Campaign
Create Campaign
*Channel Type
Please Select
*Campaign Name
*Template Available
*Select Target List
Please Select
*Start date
2018-10-10
*Expiry date
2018-10-10
*Time
11:00 AM
ADD
Show entries
100
Search:
Sr No
Channel
Template
Campaign
Target List (Name)
Start Date
End Date
Status
Action
1
Email
Welcome Template
Welcome Campaign
Mr. Sunil Dutt
Mr. Ravi Dhiman
2018-09-04
2018-09-18
Enable
Edit
Send Now
Delete
2
SMS
SMS Template
Welcome SMS Campaign
Mr. Sunil Dutt
Mr. Vivek Mayank
2018-09-04
2018-09-18
Enable
Edit
Send Now
Delete
3
Email
Email Interactive Template
Smart Invoice Pro Launch 4.0
Mr. Sunil Dutt
Mr. Ravi Dhiman
2018-09-04
2018-09-18
Enable
Edit
Send Now
Delete
4
Email
Welcome SIP
First SIP SUITE Test
Mr. Ravi Dhiman
2018-09-07
2018-09-21
Enable
Edit
Send Now
Delete
Showing 1 to 4 of 4 entries
First
Previous
1
Next
Last

1.1.15.5 Monitor Marketing Campaign Effectiveness

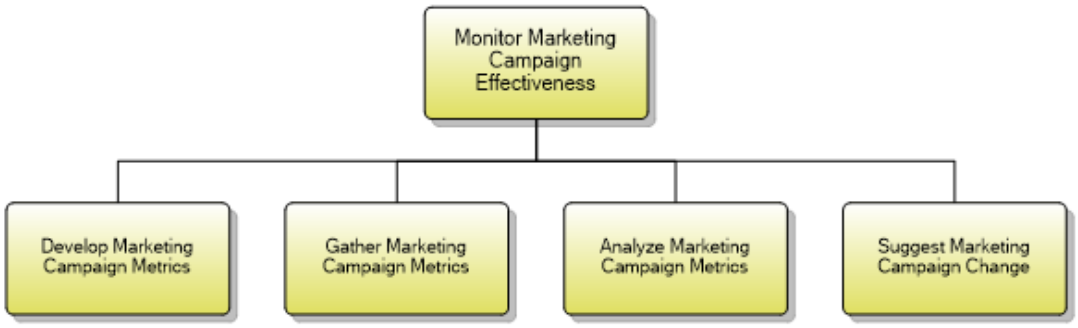


Figure 4 1.1.15.5 Monitor Marketing Campaign Effectiveness

Monitor Marketing Campaign Effectiveness

Process Identifier: 1.1.15.5

Brief Description
Establish metrics, monitor metrics, and analyze metrics to gauge the effectiveness of a marketing campaign or campaigns. **AM**

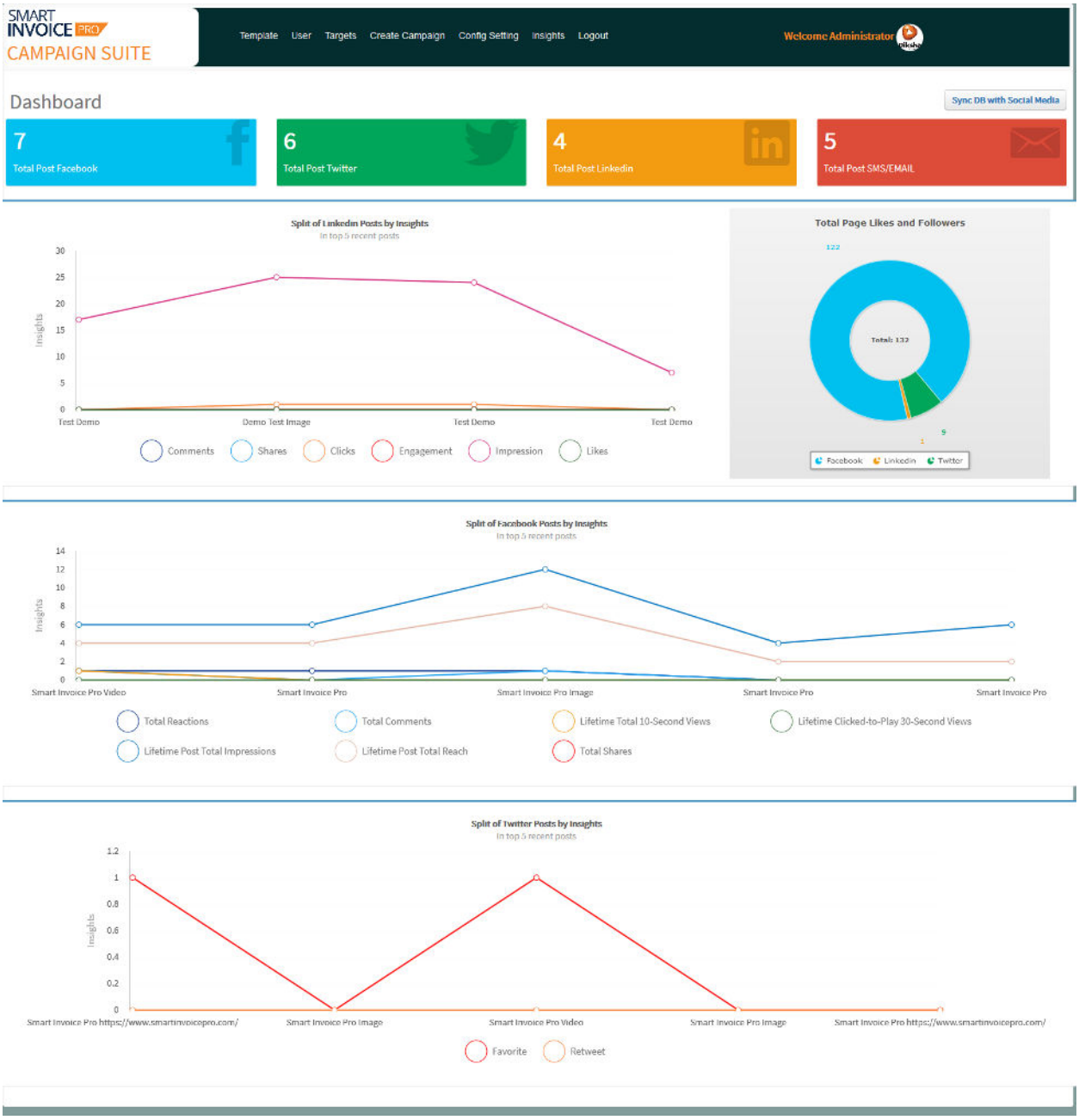
Extended Description
Monitor Marketing Campaign Effectiveness establishes metrics, monitors metrics, and analyzes metrics to gauge the effectiveness of a marketing campaign or campaigns. Based on analysis these processes feedback suggested changes to adapt the campaign or campaigns to become more effective now or in the future. **A**

Note that this process' sub-processes reuse a generalized set of metric processes to develop, gather, and analyze (to some degree) marketing campaign metrics.

Smart Invoice pro provides metrics and graphs to analyze the effectiveness of the campaign across the channels. *Refer screenshots below*

A user can monitor a campaign across the channels.

For Social media campaigns, details insights are being captured for e.g. net likes, post reach etc. as shown below


SMART INVOICE PRO
CAMPAIGN SUITE
Template
User
Targets
Create Campaign
Config Setting
Insights
Logout
Welcome Administrator
Dashboard
Sync DB with Social Media
7
Total Post Facebook
6
Total Post Twitter
4
Total Post Linkedin
5
Total Post SMS/EMAIL
Split of Linkedin Posts by Insights
In top 5 recent posts
Insights
Test Demo
Demo Test Image
Test Demo
Test Demo
Comments
Shares
Clicks
Engagement
Impression
Likes
Total Page Likes and Followers
122
Total: 132
1
9
Facebook
Linkedin
Twitter
Split of Facebook Posts by Insights
In top 5 recent posts
Insights
Smart Invoice Pro Video
Smart Invoice Pro
Smart Invoice Pro Image
Smart Invoice Pro
Smart Invoice Pro
Total Reactions
Total Comments
Lifetime Total 10-Second Views
Lifetime Clicked-to-Play 30-Second Views
Lifetime Post Total Impressions
Lifetime Post Total Reach
Total Shares
Split of Twitter Posts by Insights
In top 5 recent posts
Insights
Smart Invoice Pro https://www.smartinvoicepro.com/
Smart Invoice Pro Image
Smart Invoice Pro Video
Smart Invoice Pro Image
Smart Invoice Pro https://www.smartinvoicepro.com/
Favorite
Retweet

1.1.15.6 Modify Marketing Campaign

Process Identifier: 1.1.15.6

Brief Description

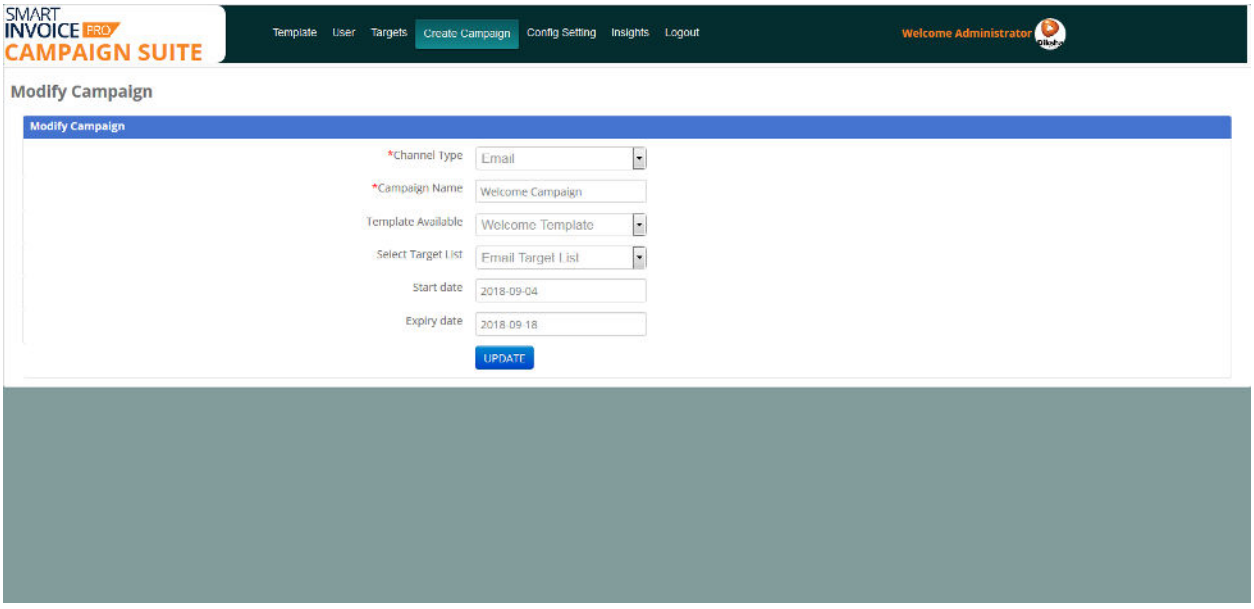
Modify a marketing campaign to improve its effectiveness based on metric analysis or based on feedback from recipients or stakeholders. **AM**

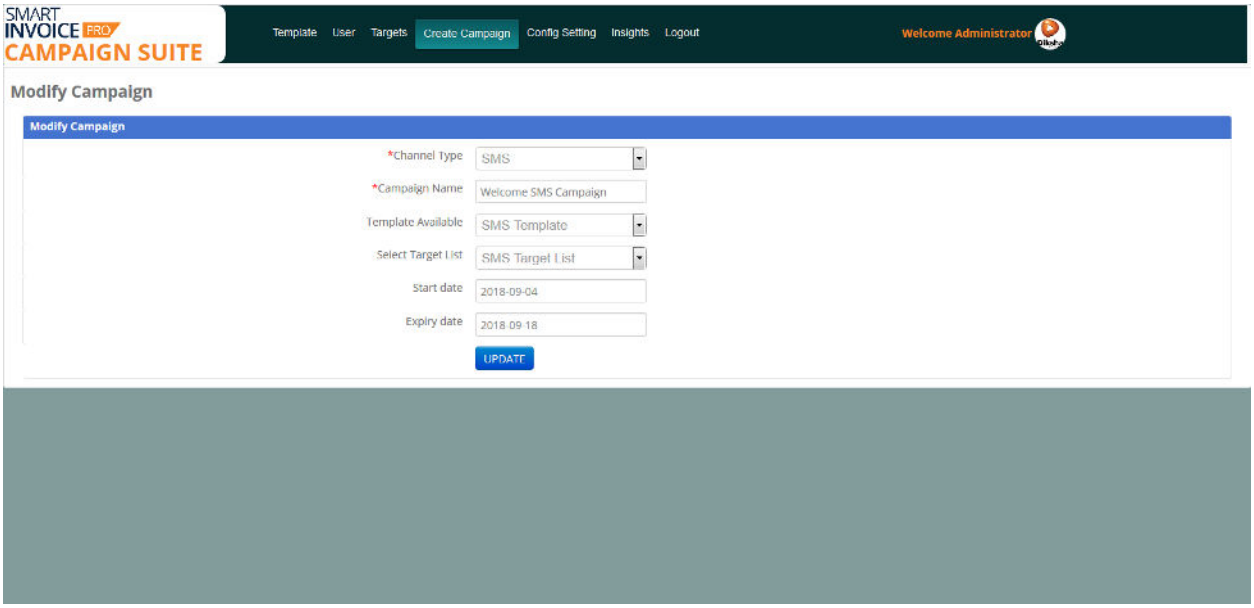
Extended Description

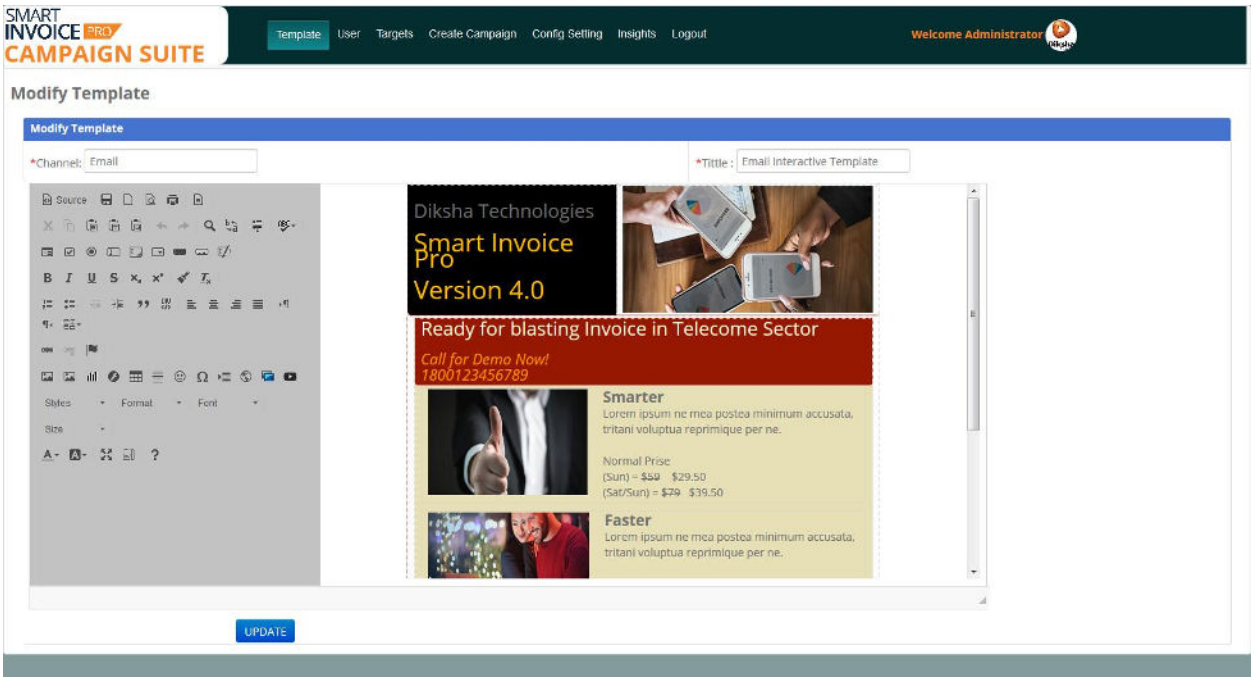
Modify Marketing Campaign updates a marketing campaign to improve its effectiveness based on metric analysis or based on feedback from recipients or stakeholders.

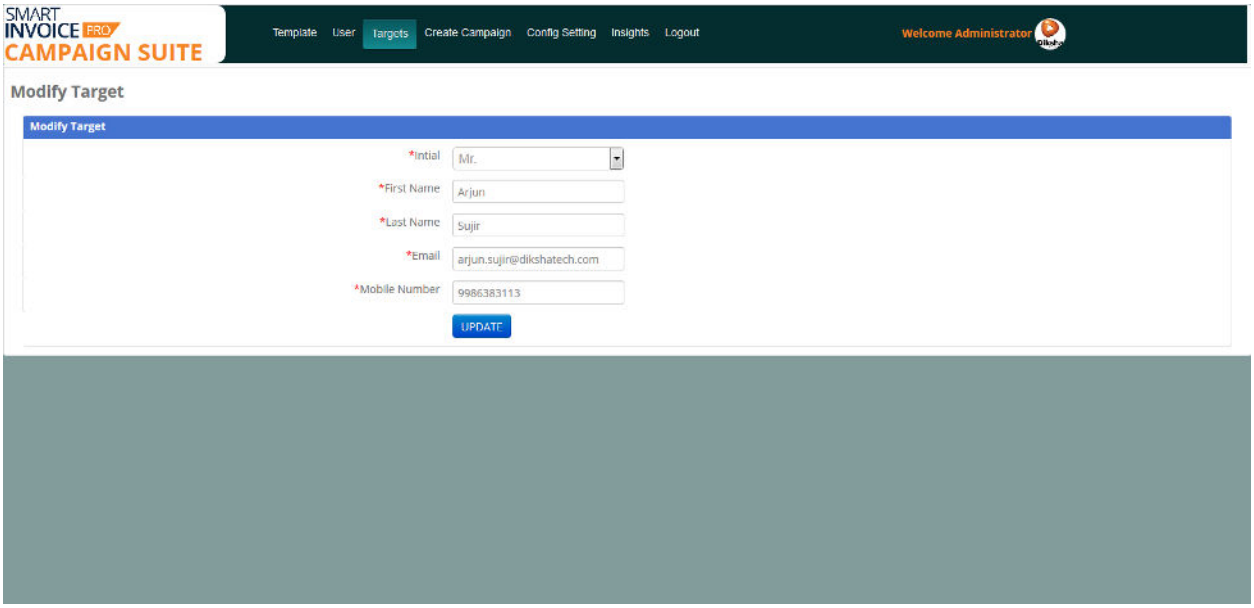
It may also extend the end date of a marketing campaign if warranted and modify the campaign message based on feedback from the market and external stakeholders. **AM**

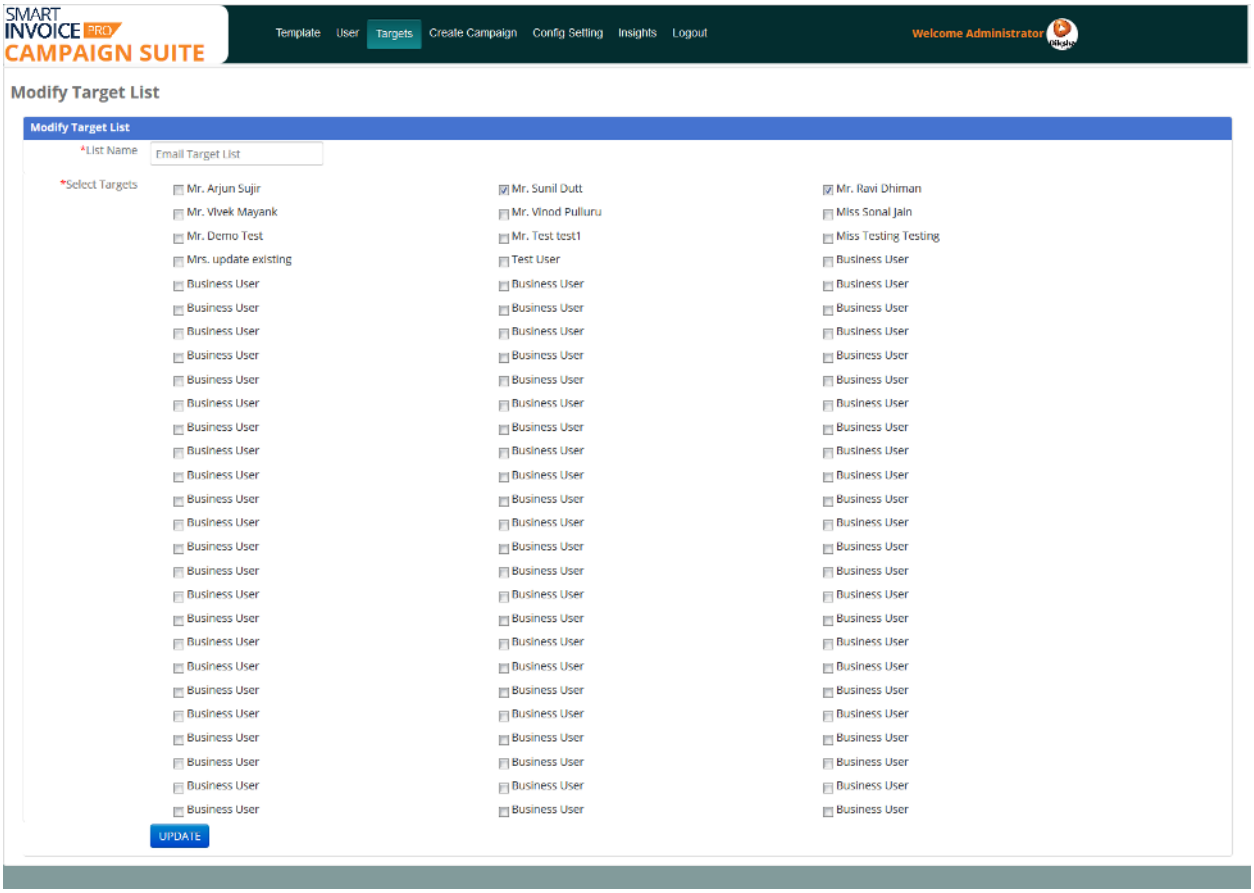
In Smart Invoice Pro, Campaign can be modify/Update, as shown in below screen shot any of the parameter of a campaign can be changed based on the feedback.




SMART INVOICE PRO
CAMPAIGN SUITE
Template
User
Targets
Create Campaign
Config Setting
Insights
Logout
Welcome Administrator
Modify Campaign
Modify Campaign
*Channel Type
SMS
*Campaign Name
Welcome SMS Campaign
Template Available
SMS Template
Select Target List
SMS Target List
Start date
2018-09-04
Expiry date
2018-09-18
UPDATE


SMART INVOICE PRO
CAMPAIGN SUITE
Template
User
Targets
Create Campaign
Config Setting
Insights
Logout
Welcome Administrator
Modify Template
Modify Template
*Channel:
Email
*Tittle :
Email Interactive Template
Source
Styles
Format
Font
Size
Diksha Technologies
Smart Invoice Pro
Version 4.0
Ready for blasting Invoice in Telecome Sector
Call for Demo Now!
1800123456789
Smarter
Lorem ipsum ne mea postea minimum accusata, tritani voluptua reprimique per ne.
Normal Prise
(Sun) - $50 $29.50
(Sat/Sun) - $70 $39.50
Faster
Lorem ipsum ne mea postea minimum accusata, tritani voluptua reprimique per ne.
UPDATE


SMART INVOICE PRO
CAMPAIGN SUITE
Template
User
targets
Create Campaign
Config Setting
Insights
Logout
Welcome Administrator
Modify Target
Modify Target
*Intial
Mr.
*First Name
Arjun
*Last Name
Sujir
*Email
arjun.sujir@dikshatech.com
*Mobile Number
9986383113
UPDATE


SMART INVOICE PRO
CAMPAIGN SUITE
Template
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Targets
Create Campaign
Config Setting
Insights
Logout
Welcome Administrator
Modify Target List
Modify Target List
*List Name
Email Target List
*Select Targets
Mr. Arjun Sujir
Mr. Vivek Mayank
Mr. Demo Test
Mrs. update existing
Mr. Sunil Dutt
Mr. Vinod Pulluru
Mr. Test test1
Test User
Mr. Ravi Dhiman
Miss Sonal Jain
Miss Testing Testing
Business User
UPDATE

1.1.15.7 End Marketing Campaign

Process Identifier: 1.1.15.7

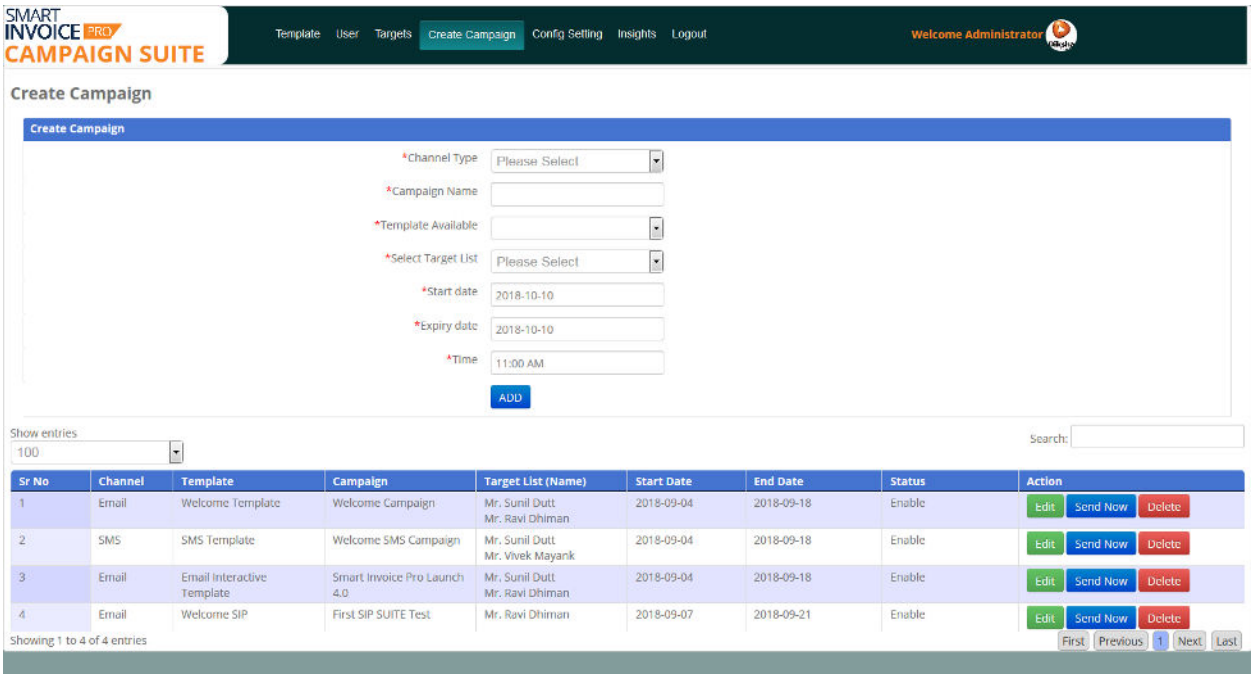
Brief Description

End a marketing campaign when its useful life is reached. It may also include an assessment of the campaign by reusing Monitor Marketing Campaign Effectiveness and add comments about the campaign's success. **A**

Smart Invoice Pro provides end user to schedule the campaigns with specific start date and end date.

Once life of the campaign is reached i.e. the campaign end date. Campaign will be ended, and no more notifications will be sent to customer

In Smart Invoice pro we can send the automated campaigns by scheduling the events and same will be ended based on end date provided.



Extended Description

Not used for this process element

1.1.15.8 Undertake Marketing Campaigns Trend Analysis

Process Identifier: 1.1.15.8

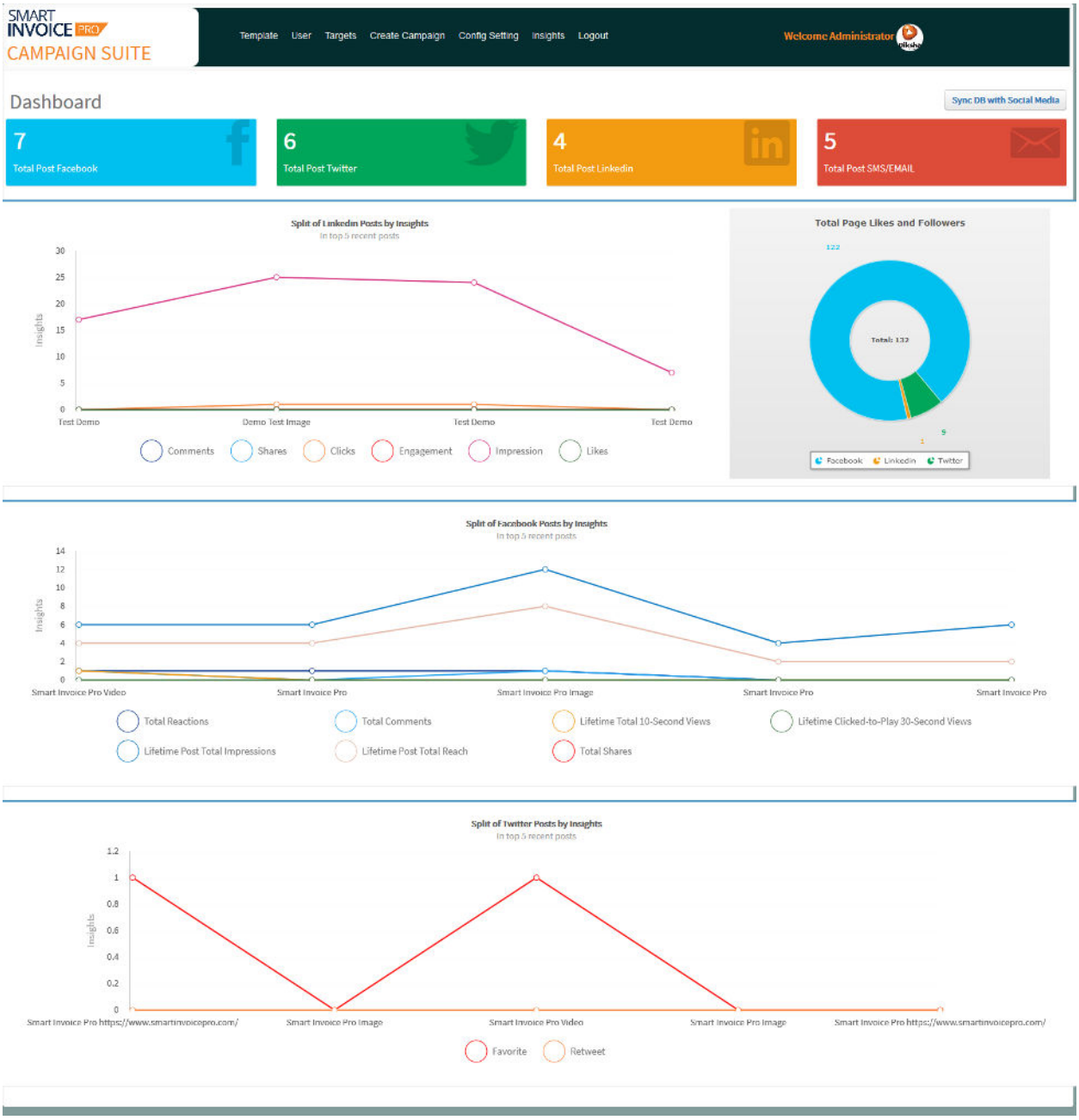
Brief Description

Undertake trend analysis on marketing campaigns including the identification of problems occurring with them. **A**

With Smart Invoice pro end user can track the progress and effectiveness of marketing campaigns.

It gives end user a graphical representation of all the stats

All insights are being captured for trend analysis


SMART INVOICE PRO
CAMPAIGN SUITE
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Targets
Create Campaign
Config Setting
Insights
Logout
Welcome Administrator
Dashboard
Sync DB with Social Media
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Total Post Facebook
6
Total Post Twitter
4
Total Post Linkedin
5
Total Post SMS/EMAIL
Split of Linkedin Posts by Insights
In top 5 recent posts
Insights
Test Demo
Demo Test Image
Test Demo
Test Demo
Comments
Shares
Clicks
Engagement
Impression
Likes
Total Page Likes and Followers
122
Total: 132
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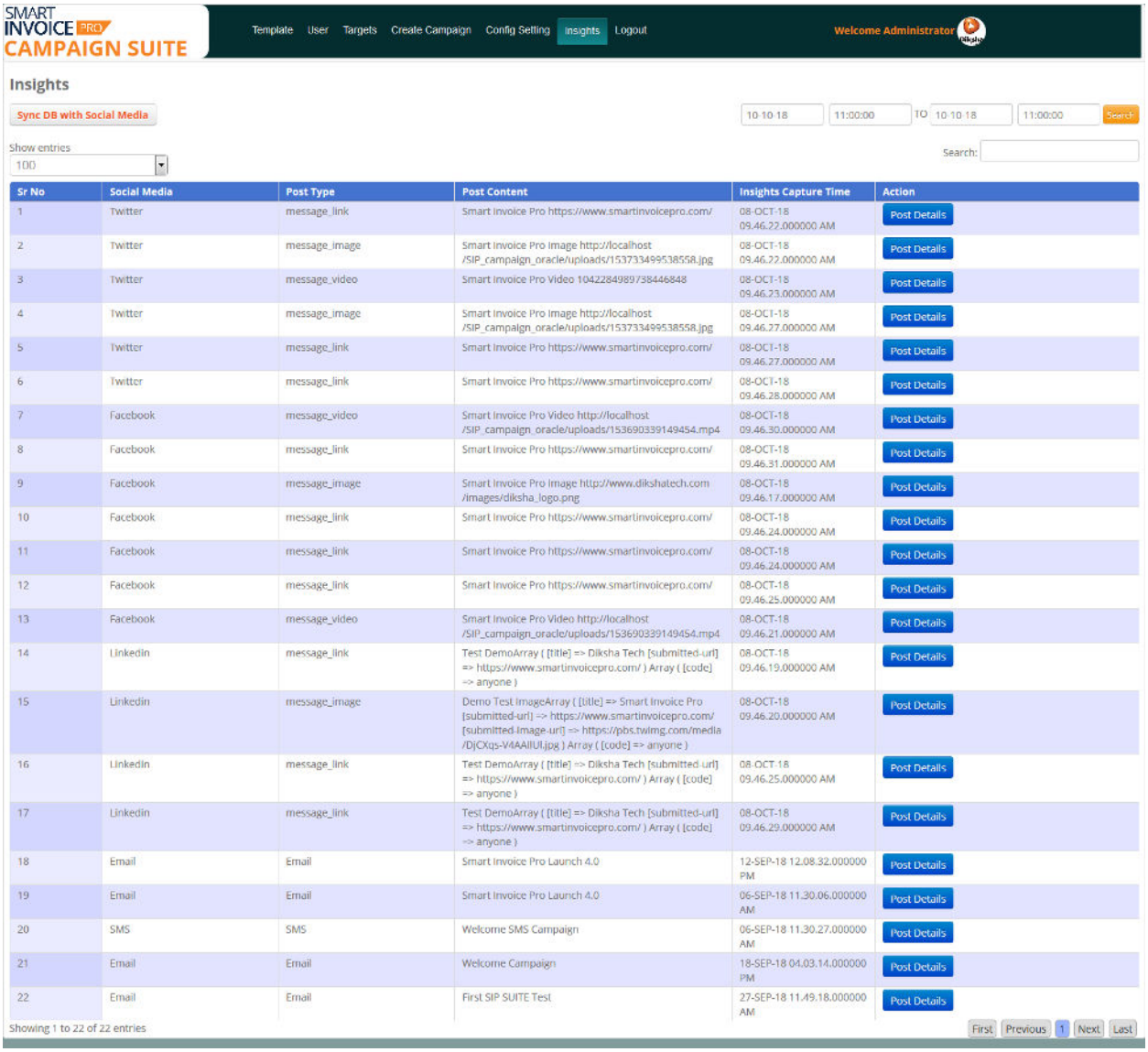
9
Facebook
Linkedin
Twitter
Split of Facebook Posts by Insights
In top 5 recent posts
Insights
Smart Invoice Pro Video
Smart Invoice Pro
Smart Invoice Pro Image
Smart Invoice Pro
Smart Invoice Pro
Total Reactions
Total Comments
Lifetime Total 10-Second Views
Lifetime Clicked-to-Play 30-Second Views
Lifetime Post Total Impressions
Lifetime Post Total Reach
Total Shares
Split of Twitter Posts by Insights
In top 5 recent posts
Insights
Smart Invoice Pro https://www.smartinvoicepro.com/
Smart Invoice Pro Image
Smart Invoice Pro Video
Smart Invoice Pro Image
Smart Invoice Pro https://www.smartinvoicepro.com/
Favorite
Retweet


SMART INVOICE PRO
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Config Setting
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Logout
Welcome Administrator
Insights
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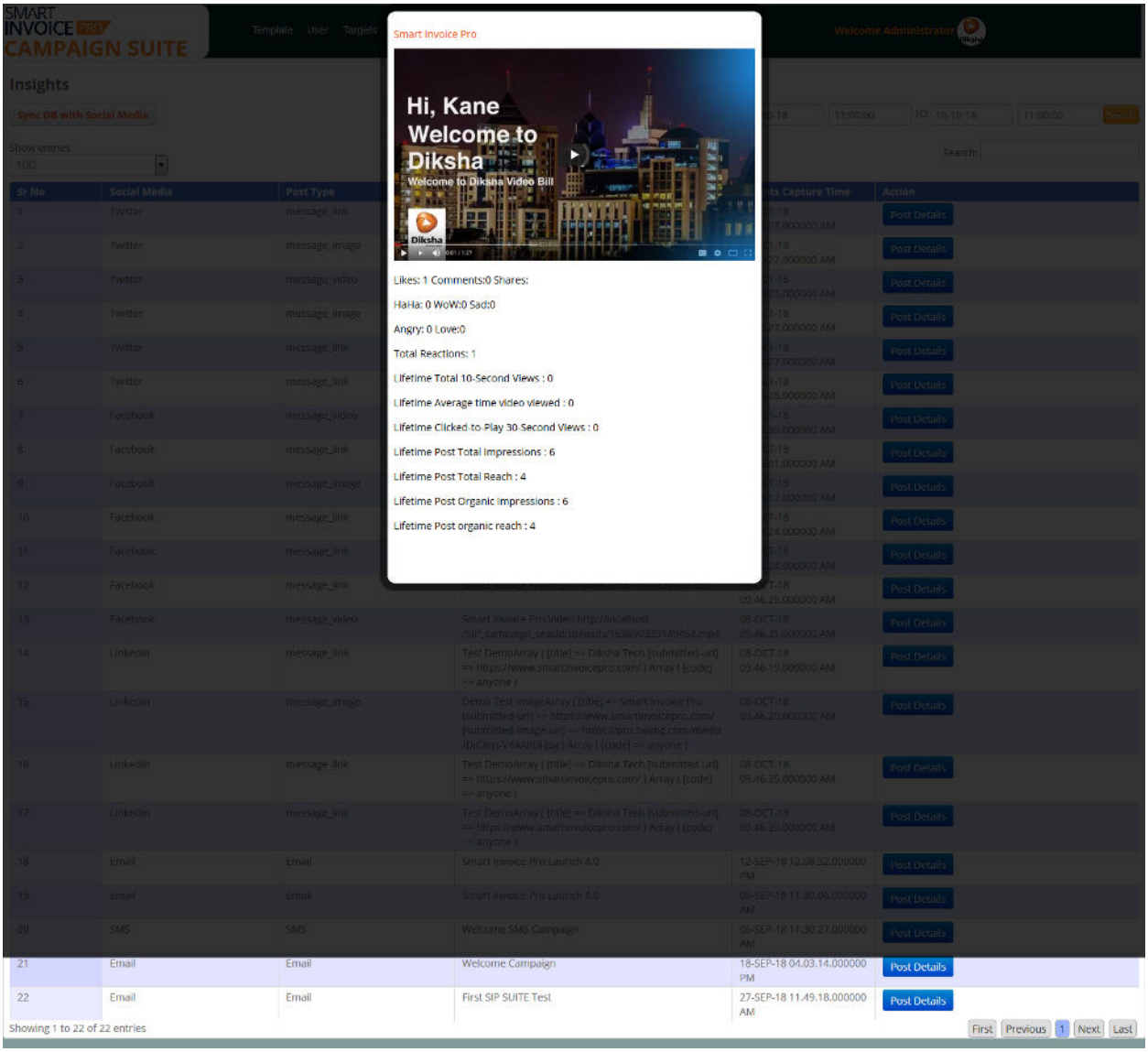
SMART INVOICE PRO
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Insights
Sync DB with Social Media
Smart Invoice Pro
Hi, Kane
Welcome to
Diksha
Welcome to Diksha Video Bill
Likes: 1 Comments:0 Shares:
HaHa: 0 WoW:0 Sad:0
Angry: 0 Love:0
Total Reactions: 1
Lifetime Total 10-Second Views : 0
Lifetime Average time video viewed : 0
Lifetime Clicked-to-Play 30-Second Views : 0
Lifetime Post Total Impressions : 6
Lifetime Post Total Reach : 4
Lifetime Post Organic Impressions : 6
Lifetime Post organic reach : 4
Sr No
Social Media
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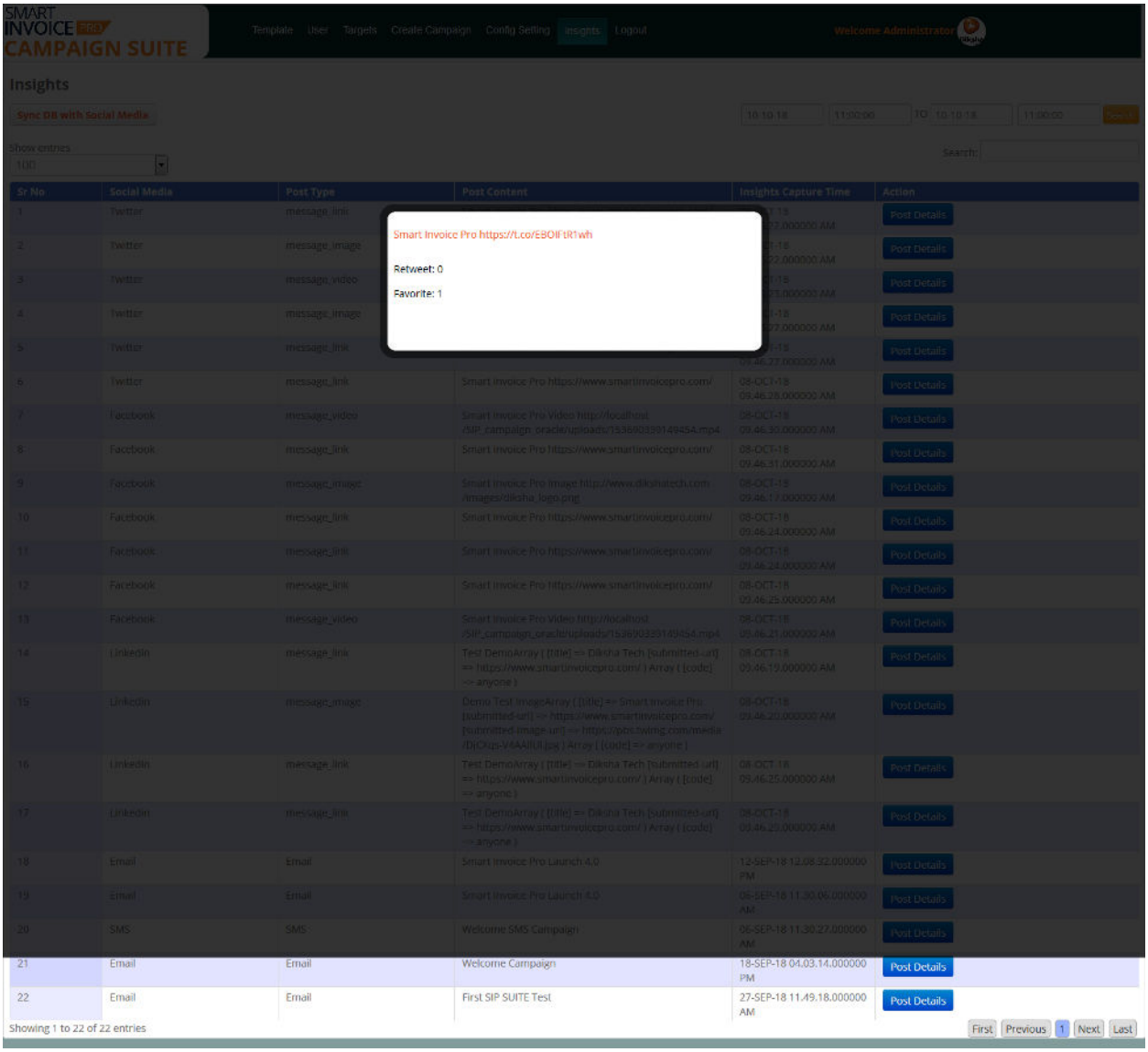
SMART INVOICE PRO
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Favorite: 1
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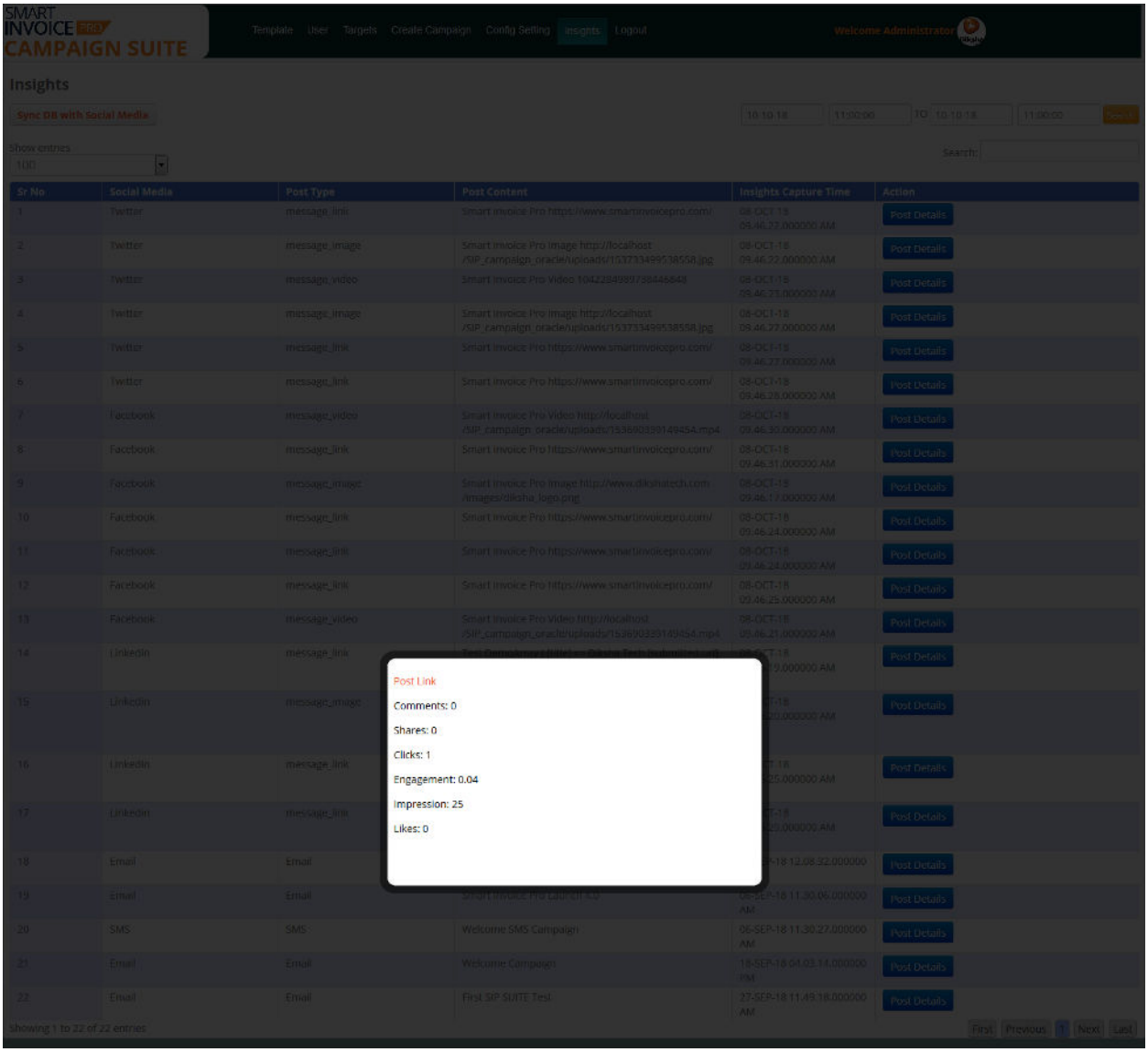

Extended Description

Not used for this process element