

# Conducting Masterful Campaigns



A good symphony is a moving experience,

one that resonates long beyond the sound of the final note.

Learn how the four movements of a symphony can guide you in conducting moving campaigns.

## Symphony: 1st Movement

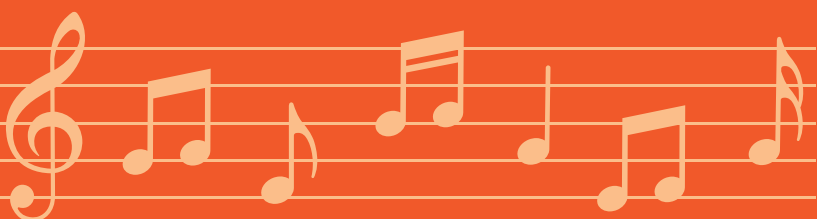
Introduces the composition and defines the theme, like the first notes of Beethoven's 5th which recur throughout the symphony.

The opening notes create an **undercurrent** that will run through the entire composition. Then, through exposition and development, the composer fleshes out the theme, bringing the converging melodies and dissonant rhythms together into a musical story.

## Campaign: Plan Phase

The strategy you define in this first phase forms the core of your campaign. Just as with a symphony, you must establish a consistent theme.

For your campaign, **establish goals and a theme** to guide all the content that follows. You're likely to expand your campaign planning with a team or two, and then bring in more teams as you come up with a full-fledged campaign plan.



## Did you know?

In the Classical period, first movements started slow. But Beethoven changed that, often starting with a bang.

## Symphony: 2nd Movement

This movement expands upon themes created previously, adding color, volume, and sound density.

Starting out slow, the intro to this movement is more free-form, an exploration. After the intro, through many variations, the composer **explores the theme**, playing with and refining it.

The composer brings in chorals and melodic percussion, expanding the instrumentation to engage the audience.

## Campaign: Create Phase

Your content producers will explore the campaign theme and its messaging as they create the content for the campaign.

Your content creators may start slowly, gathering information and ideating in the early stages. Allow your content team to explore and discuss different aspects of your campaign theme through the content they develop.

Just as the composer brings in different instruments, your content creators will use **different mediums, types, and formats for your content** to similarly expand your content's reach.

## Symphony: 3rd Movement

This movement is about tension and release. The composer unites themes and motifs, building to melodic crescendo - the climax of the musical narrative.

Minor chords clash with atempo percussion. The audience feels dissonance **build like excitement** in their soul. Major chords trigger catharsis. It's a moment of musical transcendence.

## Campaign: Distribute Phase

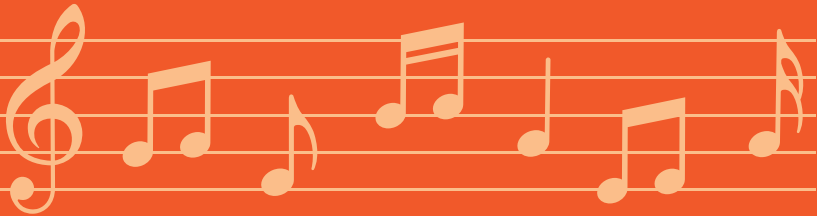
Now is where you step up and execute the campaign across multiple channels.

Your campaign launches--hopefully with a bang. Like a composer directing brass and winds, you must **manage each of your many channels**. The campaign's theme remains, but is more muted as you manage the practical aspects of execution. Toward the end of your campaign, sales--and the sales enablement content your team created--becomes the critical partner as you move prospects through the pipeline.

## Did you know?

Originally, symphonies were performed for an audience that dined and then danced in the third movement. In the Classical period, the third movement was generally a Minuet, a kind of slow dance. Beethoven, always the innovator, switched to a faster Scherzo.

Your campaign may be a slow burn or a fast-paced frenzy. Either way this section is guided by the original strategy, staying true to your goals.



### Symphony: 4th Movement

The fourth movement is the musical resolution. Like the epilogue after the climactic chapter of a novel, the composer brings the audience back where they started, to understand the composition as a whole for the first time.

The composer again uses exposition to bring the A & B melodies together, but in new ways. This is followed by a **final development phase**, showcasing a new understanding of the theme. The composer then uses the final exposition to bring the symphony back to the beginning with a dramatic and emotional resolution.

### Campaign: Analyze Phase

You conclude the campaign and gather the information to understand its impact.

You bring the final strands of your campaign together. Then, you will want to bring together all the data from across the campaign and results from marketing through sales. This will enable a full understanding of the campaign's impact. If all has gone well, **this is where you see the results of your campaign** and celebrate its success—with a reminder of the original goals and the joy of knowing you've met them.

Get more tips on how to successfully execute campaigns in the eBook: **Marketing Maestros: Orchestrating Content that Moves Buyers.**

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