



LLCIS+

Language Learning and Cultural Integration
Support Project for Migrants and Refugees

Build a Digital Marketing Campaign from Scratch

7 practical steps. 1 final project.

Erasmus+ LLCIS+



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Made with GAMMA

Step 1 & 2: Know Your Audience and Define Your Objective

Target Audience

Who do you want to reach?

- Age & language
- Interests & needs
- Occupation
- Digital habits

Campaign Objective

What do you want to achieve?

- Inform or raise awareness
- Promote an event
- Attract participants
- Encourage registration
- Promote a service



 **Key idea:** The audience and the objective must work together.



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Step 3: Choose the Right Platform



Instagram

Visual content, stories & reels, engagement



Facebook

Communities, groups, local events, broad adult audience



LinkedIn

Jobs, training, professional networking



TikTok

Short videos, creative content, younger audiences



YouTube

Tutorials, educational videos, testimonials



Key idea: Choose the platform according to the target audience, campaign objective and type of content.

Step 4: Create Effective Content

Good digital content should have:

- One clear main message
- Short and simple text
- A suitable image or video
- A clear headline
- Accessible language
- Visual consistency
- Content adapted to the platform

Simple framework

Who?

Your target audience

What?

Your key message

Why?

The reason to act

What next?

Your call to action

Step 5: Use a Clear Call to Action

A Call to Action tells the audience what to do next.



Join now



Register here



Learn more



Visit our website



Contact us



Share this post



Take part in the activity



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Step 6: Plan When to Publish

A publication calendar helps organise **what**, **where**, and **when** to publish.

Day	Platform	Content	Objective	CTA
Monday	Instagram	Event announcement	Inform	Learn more
Wednesday	Facebook	Reminder	Attract participants	Register here
Friday	Instagram	Final reminder	Encourage participation	Join now

 **Key idea:** Planning makes communication more consistent and effective.

Step 7: Measure the Results

Reach

How many people saw the content

Clicks

How many people clicked on a link, button or CTA

Engagement

Likes, comments, shares, saves

Example results

500

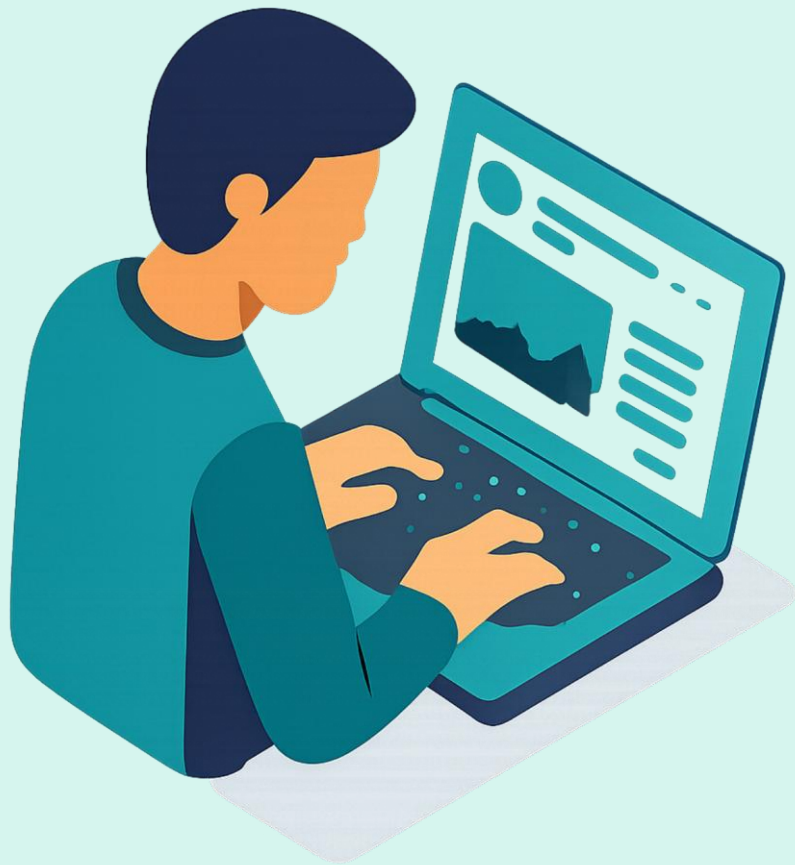
People reached

25

Clicks

40

Interactions



Create Your Mini Digital Marketing Campaign

Define your campaign

- Target audience
- Campaign objective
- Platform
- Key message
- Call to Action
- Publication date/time
- Indicators to monitor

Final product

Mini Digital Marketing Campaign

- 1 A simple campaign plan**
- 2 One social media post**