Leafwire Digital's Marketing Campaign
Cheat Sheet:

46
MARKETING CAMPAIGNS
over 100
CALLS TO ACTION

Plus a free hidden offer that
will save you ours of work

A list of 36 product/service related and 9 event related
campaign types, plus over 100 irresistible calls to action
that go with them

- ## Product/Service related awareness or lead generation campaigns:

    1. New product datasheet/documentation promotion (gated via online form)

        1. CTA: Download now

        2. CTA: Instant Download

        3. CTA: Read it today

        4. CTA: Read on

    2. Product webinar promotion (online form)

        1. CTA: Reserve your seat today

        2. CTA: Save your spot

        3. CTA: Save your seat now

        4. CTA: Will you be there
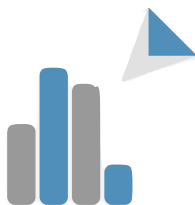
5. CTA: Secure your spot now

6. CTA: Register for the webinar

3. Product Consultation/Evaluation promotion

   1. CTA: Come in for a free consultation

   2. CTA: Sign up for a free consultation

   3. CTA: Sign up for your no-charge…

4. Product teaser video promotion

   1. CTA: Watch our 20-sec video

   2. CTA: See the video

   3. CTA: See it in action

   4. CTA: Check out the 1-minute demo

5. Product success story promotion

   1. CTA: Find it here

   2. CTA: Read the case study

   3. CTA: Read the full story

6. Product top feature promotion via hashtag/keyword

   1. CTA: Find out more…

   2. CTA: Start saving today

   3. CTA: See the difference it makes

   4. CTA: Boost your efficiency now

7. Product "secret recipes" drip email promotion (online form)

   1. CTA: Go here

   2. CTA: Click to continue…

   3. CTA: Read the full recipe

   4. CTA: Keep reading

8. New product launch:

   1. CTA: Sign up at….

   2. CTA: Register for

3. CTA: Book now, early birds…

9. Existing product re-launch promotion

    1. CTA: Try it free

    2. CTA: Find out how

    3. CTA: Get results now

10. Product anniversary (serving our customers for (x) years)

    1. CTA: Order today and receive a free gift

11. New product demo video promotion (gated via online form)

    1. CTA: Instant Access

    2. CTA: Be the first to see it

    3. CTA: Enjoy exclusive access to

12. Product new application or market promotion

    1. CTA: Get started today

    2. CTA: Sign up and save

13. Product migration or upgrade (online form)

    1. CTA: Get it now

    2. CTA: Upgrade today

    3. CTA: Get your free upgrade today

    4. CTA: Free premium update, get it

14. New product support package offer (online form)

    1. CTA: Register now

    2. CTA: Try it

15. Product education/training offers (online form)

    1. CTA: Click here to take advantage…

16. Product updates or blog subscription (online form)

    1. CTA: Get updates on…

    2. CTA: Get the latest insights…

17. Product feedback (survey) promotion (online form)

Campaign elements:

- Landing page
- Online form
- Blog
- Social Posts Calendar (incl. the social media multiplier)
- Tracking Links
- Emails
- Main website banners

Calculate your Campaign ROI in Seconds
Download the ROI Worksheet here

Email
milena@leafwiredigital.com with any questions or comments

1. CTA: We'd like to hear from you

2. CTA: Your opinion counts

3. CTA: Take the Quiz

18. Product award or nomination promotion

    1. CTA: Join us today

19. Contest asking for product testimonials/user generated content (online form or Social registration)

    1. CTA: Give us your feedback

    2. CTA: Show us how…

    3. CTA: Play to win…

20. Product live demo invite at a live event/tradeshow (online form or on-site registration)

    1. CTA: You are invited

    2. CTA: Join us

    3. CTA: Register today

21. Poll campaign for collecting user feedback on desired features, services, or support

    1. CTA: What's your favourite…

    2. CTA: Have you ever…

    3. CTA: What do you think…

22. Free product trial offer (online form)

    1. CTA: Start your free trial today

    2. CTA: Start your trial

    3. CTA: 30-day free download

    4. CTA: Try it today, it's free

    5. CTA: Try for free

    6. CTA: Try it now and get 30% off

23. Free product-related content offer - white paper, e-guide, calculator and more (gated via online form or social registration)

    1. CTA: Click to read more

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2. CTA: Instant download

3. CTA: Just click here and...

4. CTA: Get it now

5. CTA: Get it instantly

24. Product referral promotion - free gift or offer if you refer a friend (online form or social registration)

   1. CTA: Act today

   2. CTA: Share with your friends today

   3. CTA: Like our product on Facebook

25. Product bundle offer promotion (buy 2, get 1 free or subscribe for an year, get 30% off)

   1. CTA: Buy now

   2. CTA: Get it now

26. Related products bundle offer (buy product A, B, and C together, get 30% off)

   1. CTA: Offer expires at midnight, act now

   2. CTA: Order today to get your 30% off

27. Starting a new product group/community or promoting an existing one (exclusive subscriptions or offer)

   1. CTA: Save your seat

   2. CTA: Limited seats available

28. Product partner blitz promos (limited offer for partners to focus on prioritising product sale for a short period of time)

   1. CTA: Claim your 30% now

   2. CTA: Redeem your coupon now

29. New product addition to product category or portfolio via product partnership or acquisition

   1. CTA: Learn more...

   2. CTA: Visit our website today

   3. CTA: Find out more...

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4. CTA: Want a sneak peek...

30. New product integration (via app) into important service or website

   1. CTA: Get it now

   2. CTA: This is the solution...

   3. CTA: Get the app

31. Product competitor action counter-offer (limited promotion in response to competitor-led campaign)

   1. CTA: You don't want to miss...

   2. CTA: Limited availability

   3. CTA: Only for VIPs...

   4. CTA: Thank you for your business, here's your gift

   5. CTA: Buy it today

32. Product loyalty "thank you" promotions with bonus points or limited offers for long-term customers/users

   1. CTA: Offer expires...

33. Product loyalty "thank you" exclusive event invites or deals for product evangelists

   1. CTA: Get your reward now

34. Product loyalty exclusive access to Beta versions

   1. CTA: Only for you...

   2. CTA: Take a sneak peak

35. Free Product chat sessions via Social Media (Twitter, Google+)

   1. CTA: Limited seats available

36. Reactive product promotion (responses to question on external forums and entities)

   1. CTA: Talk to support, sign up here

   2. CTA: Find the solution here

   3. CTA: Find out more here

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• Event related awareness or lead generation campaigns:

1. Exhibiting at an event, with or without partners
   1. CTA: Join us
   2. CTA: Stop by…
   3. CTA: Visit us…

2. Starting a newsletter or an exclusive program
   1. CTA: Yes, sign me up!
   2. CTA: Yes, count me in

3. Starting a new promotional channel (i.e. partner channel, website)
   1. CTA: Don't miss out
   2. CTA: Talk to us today
   3. CTA: Contact us today
   4. CTA: Contact a sales rep today

4. Starting a new social media presence (LinkedIn showcase page, new Pinterest account)

5. Starting a new brick-and-mortar presence

6. relocating to a new brick-and-mortar presence

7. Celebrating company anniversary (free offer, limited promotional offer)

8. Celebrating company expansion (free offer, limited promotional offer)

9. Seasonal promotions (Christmas limited offer, Easter promotion, Mother's day or Father's day special gift offer)

10. Inclusion in a magazine or other media of authority (awareness generation plus offer)

Email milena@leafwiredigital.com with any questions or comments