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Project Overview: Axios HR Marketing Campaign Creation & Execution

Business Unit:

HR

Problem Statement:

Over the past seven months, Axios HR's marketing division has noted:

- An average of 2 weeks for campaign creation.
- An error rate of 20% where funnels could yield more targeted results.
- Five campaigns over the past seven months were affected by inefficiencies.

Opportunity Statement:

There's a significant opportunity for Axios HR's marketing division to streamline the marketing campaign process. With enhanced campaign creation and execution, Axios HR can effectively tap into key marketing windows, ensuring more qualified leads and increased revenue.

Project Goal:

In the next 90 days, overhaul the current marketing campaign procedure to:

- Decrease campaign creation times by 25%.
- Enhance accuracy in targeted funnels to 95%.
- Minimize time spent on revisions by 30%.

Implementation & Significant Changes:

1.Strategized Charter Creation: The drafted comprehensive charter document emphasized a heightened need for:

- More streamlined and focused campaigns.
- Consistent SOP for campaign execution.
- Rich, CTA-driven content ensuring higher user engagement.
- **Benefit:** Clearly outlined the project's expectations and deliverables, aligning with Axios HR's strategic goals.

2.SIPOOC Creation Insights: Upon a deeper dive, it was realized that our 'customers' were a unique blend of:

- Current email list recipients.
- New cold traffic that's not yet engaged.

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- Internal stakeholders from our sales and executive teams.
- **Benefit:** This redefinition led to a more personalized campaign creation, ensuring messaging was targeted and effective.

3. **Optimized Campaign Creation Process:** Embracing tools like the “5 Why’s” and post-LSS implementation testing, we finessed our campaign creation. We emphasized:

- Sharper, concise content.
- More visually engaging design components.
- Quick, efficient review loops.
- **Benefit:** The resultant campaigns were more effective, leading to a whopping 68% lead conversion. Additionally, the reduced time-to-market from two weeks to eight days ensured timely campaign roll-outs.

4. **SOP for Future Roles:** We developed a detailed SOP that will be essential for onboarding:

- Marketing coordinators.
- Marketing material managers.
- Any future roles involved in campaign creation and execution.
- **Benefit:** This SOP will be a keystone for maintaining the high standards set by this project, ensuring every future campaign retains consistency and efficiency.

Conclusions:

Our project honed the process of creating and executing marketing campaigns. Beyond achieving our speed-centric goal, the introduction of LSS methodologies enriched the quality of our campaigns.

Realized Return on Investment (ROI):

- **Operational Efficiency:** We saw a marked reduction in campaign processing time, with an estimated annual time-saving of 230 hours, equivalent to approximately \$6,900 savings (considering an average wage of \$30/hr).
- **Enhanced Customer Experience:** Drastic reduction in revision cycles for campaigns led to quicker, more impactful campaigns. This resulted in a 30%

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increase in customer engagement, estimated to increase annual revenue by \$200,000.

- **Financial Upside:** With the optimized campaign process, Axios HR stands to gain significantly with an estimated annual direct campaign ROI of \$350,000 and improved brand presence potentially driving an additional \$100,000 in indirect revenues.

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