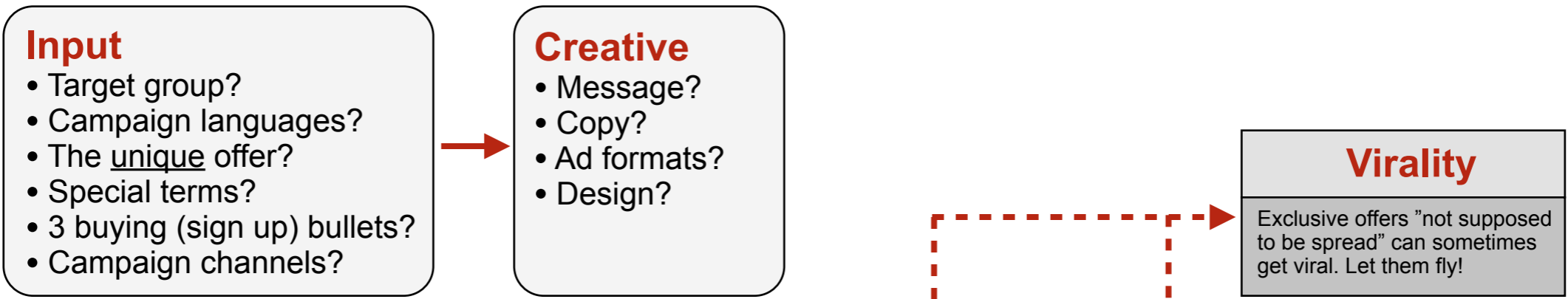


# Mind-map campaigns in social media & free channels



On site	Blog	Twitter	Facebook	E-mail	Other?
<ul style="list-style-type: none"> <li>• Ev. IP-targeting</li> <li>• Text, graphic or video</li> </ul>	<ul style="list-style-type: none"> <li>• Write about it</li> </ul>	<ul style="list-style-type: none"> <li>• Message in Tweet</li> <li>• Link ((bit.ly))</li> </ul>	<ul style="list-style-type: none"> <li>• Message, link</li> <li>• Fanpage or message</li> </ul>	<ul style="list-style-type: none"> <li>• Text or HTML</li> </ul>	
<ul style="list-style-type: none"> <li>• Small A/B-test</li> <li>• Go big with winner</li> </ul>		<ul style="list-style-type: none"> <li>• Test and learn</li> </ul>	<ul style="list-style-type: none"> <li>• Test and learn</li> </ul>	<ul style="list-style-type: none"> <li>• Small A/B-test</li> <li>• Go big with winner</li> </ul>	
<ul style="list-style-type: none"> <li>• Impressions</li> <li>• Click through</li> </ul>	<ul style="list-style-type: none"> <li>• ReTweets</li> <li>• Comments</li> <li>• Unique visits</li> <li>• RSS-subscriptions</li> <li>• Click through</li> </ul>	<ul style="list-style-type: none"> <li>• ReTweets</li> <li>• No. of followers</li> <li>• Link performance</li> <li>• Click through</li> </ul>	<ul style="list-style-type: none"> <li>• Messages sent</li> <li>• No. of fans</li> <li>• Click through</li> <li>• Likes</li> <li>• (Credits)</li> </ul>	<ul style="list-style-type: none"> <li>• No. of sent mails</li> <li>• Bounce</li> <li>• Opened</li> <li>• Click through</li> </ul>	

What  
Test  
KPI

Landing Page

<ul style="list-style-type: none"> <li>• Dynamic referring to traffic source</li> <li>• Disposition</li> </ul>	<ul style="list-style-type: none"> <li>• Offer</li> <li>• Buying bullets</li> </ul>	<ul style="list-style-type: none"> <li>• Call to action</li> <li>• More information</li> </ul>	<ul style="list-style-type: none"> <li>• Confidence</li> <li>• Design</li> </ul>
<ul style="list-style-type: none"> <li>• Small A/B-test</li> <li>• Go big with winner</li> </ul>			
<ul style="list-style-type: none"> <li>• Traffic by source</li> <li>• Bounce rate</li> <li>• Click through</li> </ul>			

**Remember**

The most important work with a campaign starts when it's launched. Then you should start monitor the performance and do frequent follow ups and analysis. Based on conclusions decide and implement changes and add actions while the campaign is running.

