

# CampaignShortCuts®

CampaignShortCuts® provides training and educational services to improve the effectiveness and success of any size or type of marketing campaign. With today's communication capabilities any marketing activity can now use the principals of Lincoln's winning rules for campaigns to increase brand effectiveness, track individual outreach, and achieve desired marketing results.

Key training classes and programs will help organization improve effectiveness in the following areas:

- Planning, organizing and staffing marketing efforts
- Identifying the audience for targeted marketing and choosing the right media for outreach
- Creating the right content and delivery for effective messages
- Developing and executing successful events
- Measuring and tuning campaigns for maximum effectiveness

CampaignShortCuts® supports business and organizations in developing effective marketing campaigns and programs with training classes and workshops covering the following topics:

## Marketing Management Classes

- Campaign planning and metric based management
- Budget and expense planning
- Campaign organization and staffing
- Project planning for successful marketing campaigns

## Research & Analysis Classes

- Effective marketing analysis
- Demographic and political campaign precinct analysis
- Website and online campaign analysis
- Tracking and measuring campaign effectiveness

## Advertising Content Creation Classes

- Critical steps in online advertising creation
- Simple and effective newspaper advertisements
- Best practices in creating email advertisements
- Critical steps in website creation
- Effective use of video in marketing campaigns
- Effective use of social media in marketing campaigns
- Messaging and content creation to drive desired actions

## Event Management & Fundraising Classes

- Planning and executing successful events
- Non-profit and political fundraising basics
- Critical communications to reach prospective donors
- Maximizing returns with the right after event follow-up

Classes are available onsite or through web conferencing. In addition, custom workshops, programs, services and software applications are available to enable any consumer focused business, non-profit or political organization to improve their marketing effectiveness.



## Applying Lincoln's Rules

CampaignShortCuts® class options and prices:

<b>Class Title</b>	<b>Class Code</b>	<b>Duration</b>	<b>Cost</b>
Campaign Management	MGMT-101	5 Days	\$7,550
Budget & Expense Planning	MGMT-102	1 Day	\$1,650
Organization & Staffing	MGMT-103	1 Day	\$1,650
Project Planning	MGMT-104	1 Day	\$1,650
Marketing Analysis	DATA-201	3 Days	\$4,550
Demographic Analysis	DATA-202	1 Day	\$1,650
Website & Online Analysis	DATA-203	2 Days	\$3,250
Tracking Effectiveness	DATA-204	1 Day	\$1,650
Online Ad Creation	ADS-301	3 Days	\$4,550
Simple Newspaper Ads	ADS-302	½ Day	\$500
Email Advertising	ADS-303	1 Day	\$1,650
Website Creation	ADS-304	5 Days	\$7,550
Effective Video Usage	ADS-305	1 Day	\$1,650
Effective Social Media Usage	ADS-306	1 Day	\$1,650
Message Creation	ADS-307	2 Day	\$3,250
Planning Events	EVENT-401	½ Day	\$500
Fundraising Basics	EVENT-402	½ Day	\$500
Reaching Donors	EVENT-403	½ Day	\$500
Event Follow-Up	EVENT-404	½ Day	\$500

**Additional Customized Workshops Available:**

- Best practices in purchasing and appending individual and consumer marketing data
- Planning and driving database enabled marketing campaigns
- Broadcast and in-person phone calling campaign tips & techniques
- Selecting the right online donation collection platform
- Training on CampaignShortCuts® Campaign Management application

**Additional Marketing Services:**

- Cloud based individual and consumer campaign management software applications
- Phone auto-polling, robo-calls and cloud based call center software
- Marketing websites creation, customization and hosting
- Data analysis and custom reporting

Contact **Stephen L. Smith** at [Stephen@CampaignShortCuts.com](mailto:Stephen@CampaignShortCuts.com) for more information.