

# What Does "Campaign Communication" Really Mean



Making the **Right** message hit the **Right** people at the right time, with impact and consistency.

# 1 Clear Objective

What exactly are we trying to change, shift, or spark?



## Strong campaign

Goal is specific (e.g. boost awareness, change behavior, generate sign-ups.)



## Weak campaign

General slogans with **no measurable aim.**

# 2 Audience Insight

Who are we talking to — and what matters to them?



## Strong campaign

Message speaks their language, solves their pain, or taps into their values.



## Weak campaign

“One size fits all” messaging that gets ignored.

# 3 Key Messaging and Story

What are we saying — and how are we saying it?



## Strong campaign

Sharp, emotional, and aligned with your brand.



## Weak campaign

Generic text, no core story, inconsistent tone.

# 4 Internal Alignment

Is everyone inside the org on board? Do they know it first?



## Strong campaign

Team knows the message and reinforces it in actions.



## Weak campaign

Internal confusion or contradiction.



# 5 Channel Strategy and Rhythm

Where does this message live — and how often is it repeated?



## Strong campaign

Multi-channel, well-timed, targeted.



## Weak campaign

One-off posts or disconnected efforts.



[verygoodmarketing.nl](https://www.verygoodmarketing.nl)