

How do you promote a campaign?

Audience: How long did it take for the campaign? How did you let people know about that campaign?

Speaker: I use the case study of the campaign we ran for Dream a Dream. A campaign has a lot of marketing behind it. It cannot be just put up and it becomes an overnight success. It takes six months to plan and execute.

Marketing was done in two spurts, the first 3 months and then in the last 3 months. A bunch of marketing campaigns were done, offline as well, because just online was not helpful. We did a lot of Facebook related campaigns as that is where a lot of users are and we were able to get a lot of referrals from there. Small activities, which enabled this, were done along with a bunch of offline campaigns. A cycle-thon was conducted, where if you did 10 kms then you can unlock 10 smiles or 20 smiles, etc.