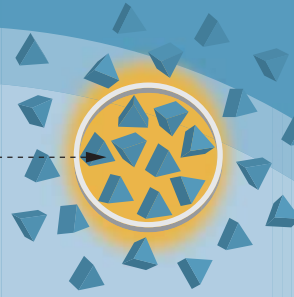


# The Marketing Campaign Process

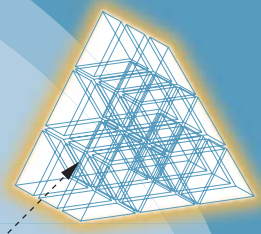
5MetaCom's five steps to building effective campaigns

*By following this process,  
you improve the odds of  
delivering a memorable and  
effective campaign into the  
marketplace.*

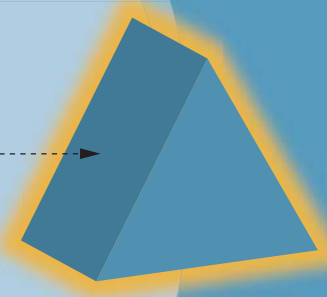
**Step 1: Discovery.** Seek out information from internal and external sources to build understanding of where you are and where you want to go.



**Step 2: Envisioning.** Develop campaign strategies, messages and fundamentals that form the basis of realizing your goals and objectives.



**Step 3: Expression.** Transform campaign messages for marketplace delivery. This step includes a cornerstone piece to establish the campaign's creative foundation.



**Step 4: Mobilization.** Deliver campaign creative to target audiences using a system of tactics with each one chosen to perform a specific function.



**Step 5: Assessment.** Evaluate campaign outcomes to help guide future marketing efforts to make the next campaign more effective than the last.

