



INCLUSIVE TOMORROW

Multi-Channel Spring Campaign Case study

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Introduction

Overview

As a Junior Digital Marketer for Inclusive Tomorrow, a non-profit platform **supporting social causes through online raffles**, I was responsible for **planning and managing a performance- and data-driven spring campaign**. The goal was to **address weak results** from the previous holiday campaign, **realign with ethical standards**, and **increase ticket sales efficiently**.

Objectives:

- Increase raffle ticket sales
- Reduce blended CPO
- Re-establish user trust through BetterPlace.org integration

Tools & Platforms:

Instagram Ads, Facebook Ads, YouTube, Google Ads, , Excel, Google Analytics, Google ads Manager, Google Sheets

Skills Used:

Strategic planning, data analysis, funnel mapping, ethical marketing, content briefing, cross-channel coordination, stakeholder communication



Strategy & Solution

Challenges:

The previous holiday campaign fell short of expectations due to unclear messaging, inconsistent channel focus, and trust issues in the donation process.

My Approach:

To redesign the campaign, I started by conducting a deep performance analysis of the holiday campaign. I then combined market research with funnel thinking to craft a more balanced and trustworthy spring strategy.

Soft Skills Practiced:

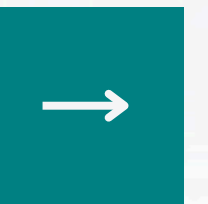
Cross-functional collaboration, stakeholder communication, adaptability under feedback loops, and strategic planning

Key Actions Taken:

- Market Research: Studied charity-based digital marketing trends in Germany
- Funnel Mapping: Created a customer journey across all stages—from awareness to retention
- Trust Integration: Embedded BetterPlace.org as a trusted affiliate to improve transparency and conversions
- Channel Selection: Chose Instagram (organic), Facebook (paid), YouTube, and Google Ads for targeted impact
- Alignment: Created content, design, and product briefs to coordinate stakeholders early in the process

Outcome:

This solution led to a campaign framework that balanced trust, transparency, and performance optimization across the entire funnel.



Full-Funnel Customer Journey for Inclusive Tomorrow

Deliverable:

Customer Journey Map – Inclusive Tomorrow Spring Campaign

Summary:

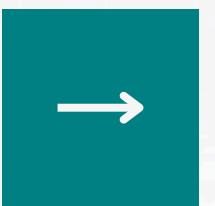
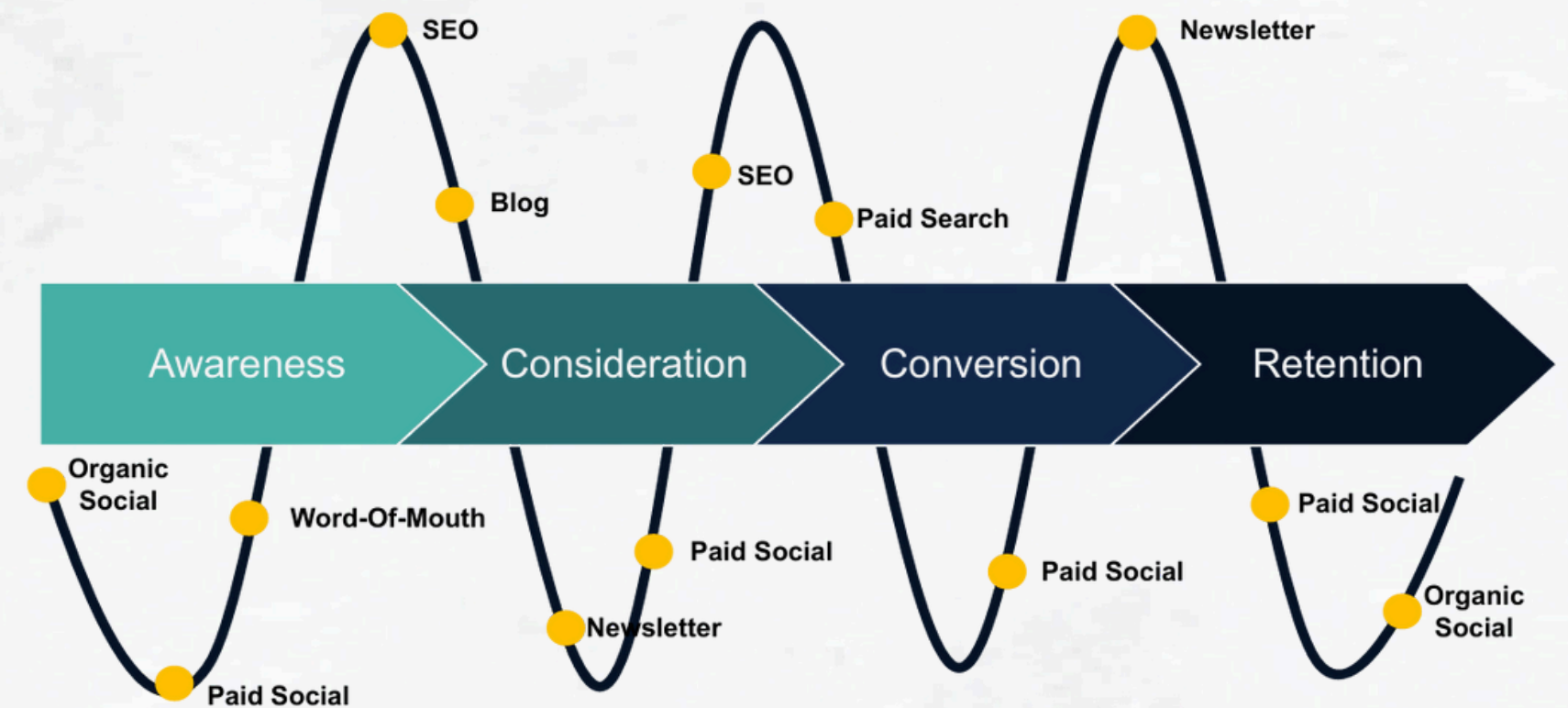
I developed a comprehensive customer journey that mapped user behaviors, messaging needs, and channel strategies from awareness to retention. This deliverable became the foundation for aligning content and campaigns across the funnel.

Skills & Tactics:

Funnel thinking, storytelling, matching channels to user intent
Aligning marketing with NSM: monthly active raffle subscribers

Reflection:

Creating this journey helped me understand the importance of every touchpoint. I learned how critical cross-channel consistency is to building user trust and ensuring a frictionless experience through the funnel.



Funnel-Specific Metrics & Ethical Framework

Deliverable:

Funnel KPIs + Ethical Marketing Guidelines

Summary:

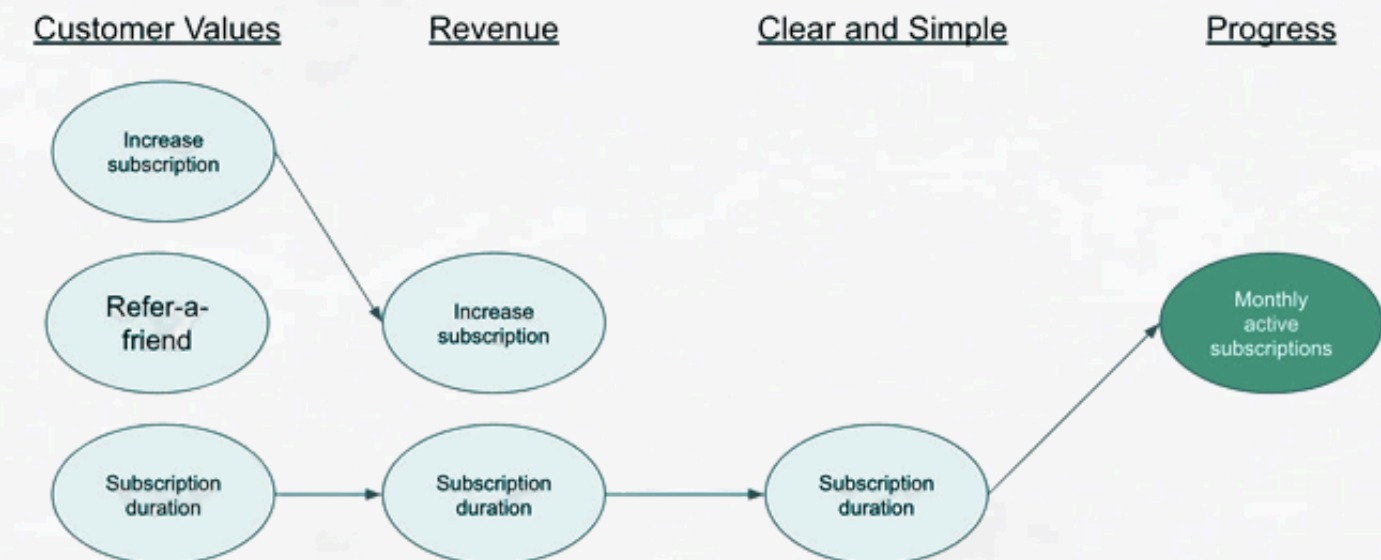
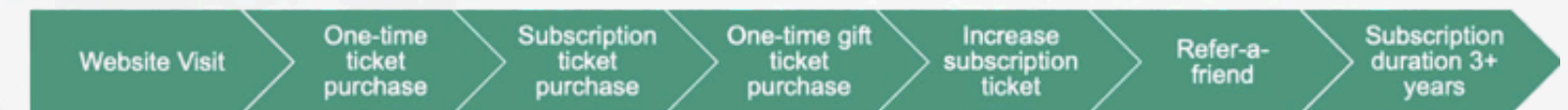
- Key Metrics: CTR, CPO, Conversion Rate, Subscription Retention
- Ethics Focus: Informed consent, data privacy, transparency, GDPR compliance

Skills & Tactics:

- Ethical marketing, NSM alignment, privacy awareness
- Creating frameworks that ensure inclusive and respectful messaging

Reflection:

This helped me balance performance pressure with ethical responsibility. I also strengthened my understanding of GDPR compliance in marketing.



Holiday Campaign Performance Analysis

Deliverable:

Performance Review of Previous Holiday Campaign

Summary:

I conducted a deep-dive analysis into the performance data from the holiday campaign to identify what worked—and what didn't. This served as the foundation for developing a data-driven strategy for the spring rollout.

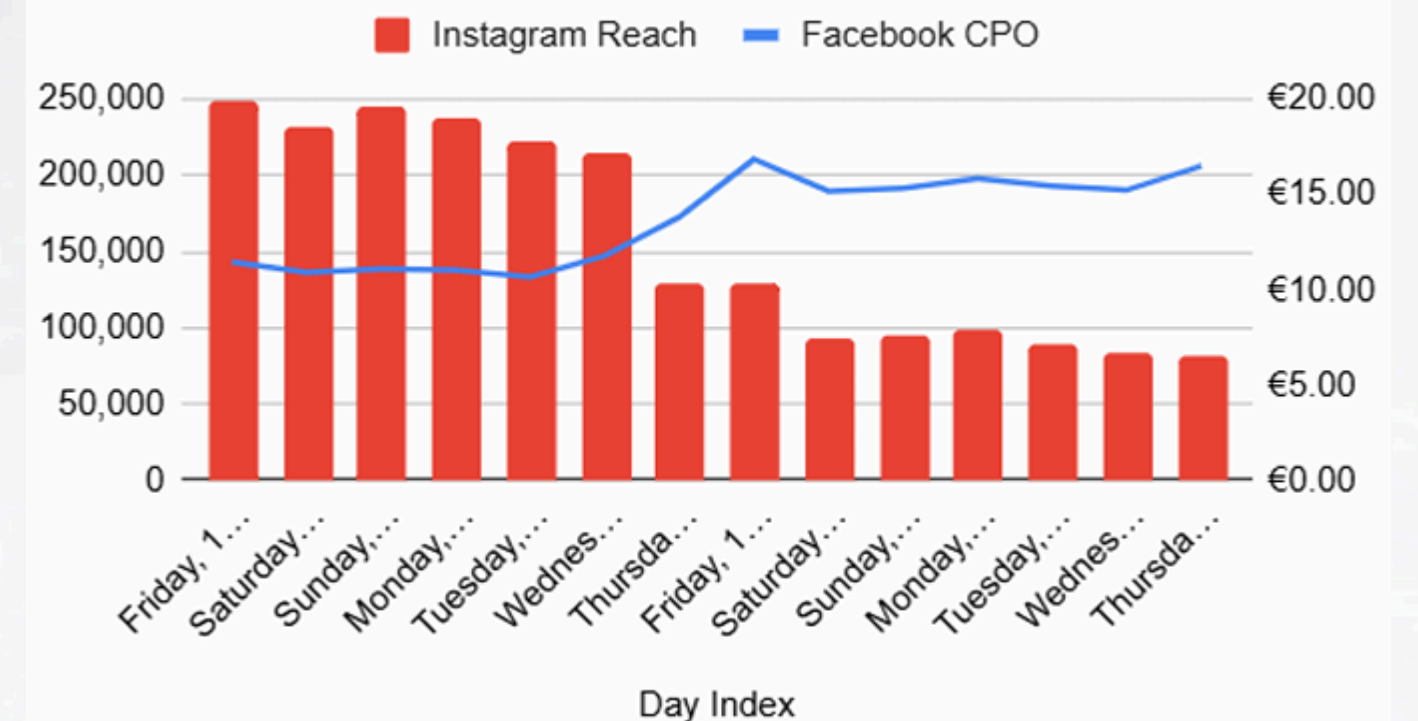
Key Insights:

- Organic Standouts: Instagram and YouTube delivered strong engagement organically
- Cost Inefficiencies: Google Display Ads had the highest CPO
- Root Cause: Underperformance linked to deprioritized organic efforts and resource misallocation

Skills Demonstrated:

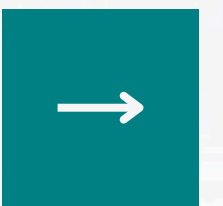
Data interpretation · Visual storytelling with charts · Performance evaluation · Budget optimization

Facebook CPO and Instagram Reach



Reflection:

This analysis taught me that assumptions aren't enough—intuition must be backed by data. I also saw how undervaluing organic channels can limit long-term brand growth and trust.



Cross-Channel Correlation & Attribution

Deliverable:

Channel Correlation Analysis + Attribution Model Recommendation

Summary:

I analyzed how different marketing channels influenced each other and proposed an attribution model to better understand campaign impact and media efficiency.

Key Insights:

- Strong correlation between organic reach and reduced Meta CPO
- YouTube consistently boosted awareness across funnels
- Google Display Ads underperformed despite budget allocation

Recommended a last-click or position-based attribution model to better reflect true performance

Facebook CPO, Facebook Budget, Google CPO and Google Budget



Skills Demonstrated:

Correlation analysis · Attribution modeling · Cross-channel strategy · ROI-focused thinking

Reflection:

This task shifted my perspective from isolated performance metrics to holistic systems thinking. I began to view campaign success as an interconnected ecosystem, not siloed outputs.



Strategy Formulation & Optimization

Synthesized insights into a revised multi-channel strategy focused on transparency and trust for the spring campaign.

Summary:

- Integrated BetterPlace.org donation platform
- Reintroduced organic channels for cost-efficiency and trust
- Focused on clarity, simplicity, and ethical messaging

Skills & Tactics:

- Strategic planning, persona development, full-funnel channel mapping
- Campaign storytelling through ethical and emotional framing

Reflection:

This task connected all the dots: data, audience, message, and mission. It felt like the moment the “big picture” clicked.



Als Kind im Gefängnis - Winners
Weg in die Freiheit



Creative, Content & Product Briefs

Deliverable:

Three Aligned Briefs: Creative · Content · Product

Summary:

To ensure smooth execution across departments, I prepared three targeted briefs—each tailored to the needs and language of its audience. This improved clarity, collaboration, and time efficiency.

Skills Demonstrated:

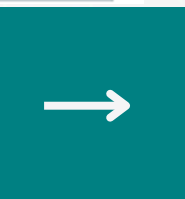
Brief writing · Cross-team communication · Task clarity · Translation of strategy into action

Reflection:

This process sharpened my ability to write for non-marketing stakeholders. I learned how to simplify complex requests, clarify outcomes, and make collaboration frictionless—especially in tech/creative workflows.

product briefs

Requested By	Area of Improvement	Urgency (1=Low to 5=High)
Golsi Esbo (Marketing)	Sign-up form	2
Problem	Goal	KPI Affected
After a customer complaint, Google tracking was temporarily removed from the website during the last campaign. While the issue has been resolved, tracking has not yet been re-integrated. As a result, we're currently missing critical campaign performance data for both paid and organic channels.	re-integrate google tracking for the spring campaign	Monitor key conversion metrics (ticket purchases, click-throughs)
Critical Requirements / Detailed Description of Task		
Google Analytics 4 (GA4) <ul style="list-style-type: none">Tracking ID: XXXXXXXXAdd GA4 tag via Google Tag Manager across all site pagesConfirm events are running correctly (e.g. page_view, purchase) Google Ads Conversion Tracking <ul style="list-style-type: none">Conversion ID: XXXXXXXXInclude on the "Thank You" page after ticket purchaseEnsure Tag is running properly Google Tag Manager (GTM) <ul style="list-style-type: none">Container ID: XXXXXXXXEnsure GTM is running properly and embedded across all site pages and active <p>Note: Ensure compliance with GDPR and other relevant data protection standards.</p>		



Main Challenge & Solution

Main Challenge:

Lack of accessible, localized case studies and campaign benchmarks for charity marketing in the German context.

How I Solved It:

- Conducted independent market research on German digital donor behavior
- Combined findings from global case studies with local market data
- Synthesized an actionable, culturally relevant strategy tailored to Inclusive Tomorrow's audience

What I'd Do Differently Next Time:

- Begin user and market research earlier in the project timeline
- Create a reusable research framework to localize strategies faster across different markets

Skills Demonstrated:

Research initiative · Market localization · Strategy synthesis · Continuous improvement mindset

Top Takeaways

01

Storytelling consistency across channels is critical for brand trust and conversion.

02

Correlating data across platforms uncovers hidden insights and improves media allocation.

03

Staying focused on a single North Star Metric ensures all campaign elements work toward the same goal.



Future Plans

- Apply these insights to build more structured, measurable, and scalable campaigns
- Prioritize early alignment across strategy, content, data, and technical execution for smoother rollouts
- Continue refining ethical marketing practices while maintaining performance goals

Reflection:

This project helped me merge strategic planning, ethical thinking, and creative collaboration into a cohesive digital campaign. I now feel more equipped to lead and support value-driven marketing initiatives.



Thank you

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