



COMMUNICATIONS AND MEDIA

How to launch a digital campaign

INTERMEDIATE

→ IN TODAY'S DIGITAL AGE, YOU CAN DRIVE IMPACTFUL CAMPAIGNS WITH LIMITED BUDGETS, REACHING DIVERSE STAKEHOLDERS ACROSS YOUR COUNTRY.

OBJECTIVES:

- Create **effective digital campaigns** that resonate with your audience.
- **Boost online engagement and visibility.**

ADVANTAGES:

- **Cost-effective** way to reach a wide audience.
- Enhances **advocacy** efforts and **strengthens community** bonds.
- Provides measurable insights to refine and improve ongoing campaigns.

STEP BY STEP:

1

DEFINE YOUR CAMPAIGN PURPOSE AND GOALS

- Begin by clearly identifying the **primary purpose of your campaign**—whether it's raising awareness, driving policy change, increasing membership, or fundraising.

2

IDENTIFY YOUR AUDIENCE

- Understand your **audience segments**—patients, healthcare providers, donors, policymakers—and their **needs and motivations** to tailor your message and select appropriate platforms.



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STEP BY STEP:

3

DEVELOP YOUR CORE MESSAGE

- Creating a digital campaign goes beyond just posting content. **Craft a compelling narrative** that emotionally connects with your audience.

4

CHOOSE THE RIGHT DIGITAL CHANNELS

- Select platforms that best align with your audience preferences, such as Facebook, Instagram, LinkedIn, or email newsletters. Learn more [here](#).

5

DEVELOP HIGH-IMPACT CONTENT

- Use **diverse formats** –videos, blogs, infographics, and live sessions– to capture attention and communicate your message.
 - **Data and Visuals:** Incorporate relevant data and graphs to highlight key points and add credibility.
 - **Community Stories:** Stories from your community are the most powerful.
 - **Advocacy arguments:** For advocacy efforts, combine these stories with key arguments from international or regional authorities to strengthen your case. See [here](#) a list.
 - **Use IPOPI's educational materials** and relevant documents to support your narrative. Find them [here](#).



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STEP BY STEP:

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MAKE A CALENDAR

- Plan your **campaign timeline** by mapping out when and what you will post.
 - **Use tools** like Google Calendar, Trello, or dedicated social media scheduling apps (e.g., Buffer, Hootsuite).
- **Incorporate key dates** like World PI Week to maximise impact. Check [IPOPI's PID Campaigns Calendar here](#) for major international campaigns to leverage.

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ENGAGE YOUR COMMUNITY AND BUILD MOMENTUM

- Foster **meaningful interactions** by promptly responding to comments, hosting Q&A sessions, and launching interactive elements like polls and challenges.
- **Collaborate** with other organisations and influencers to extend your campaign's reach.
- **Consider paid advertising:** Small investments in social media ads can significantly enhance your campaign's visibility and engagement. See more info [here](#).

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MONITOR AND ADAPT

- Use **analytics tools** (e.g., Google Analytics, Facebook Insights) to track the success of your campaign. Measure key metrics like engagement rates, clicks, shares, and conversions.
- Actively **monitor audience feedback** and **adjust your tone or content** based on their responses.
- **Regularly review** the data to understand what works and **refine your strategy** accordingly.



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STEP BY STEP:

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REFLECT AND DOCUMENT OUTCOMES

- Carry out a **post-campaign analysis**. Record successes, challenges, and lessons learned to enhance future campaigns. Use this information to **create more effective campaigns and report outcomes to stakeholders**.
- Remember to **comply with data privacy laws**, such as GDPR. Always obtain consent when collecting user data and ensure it is stored securely.

TIP

- **Collaborate with other organisations and stakeholders** to broaden your campaign's reach.
- **Use hashtags strategically** to join global conversations and increase visibility.

OTHER RESOURCES

- **Google Analytics Academy** – Free courses to master campaign tracking.
- **Canva for Nonprofits** – Design visually appealing graphics.
- **Hootsuite Free Tools** – Schedule and analyse social media posts.