Inclusive Tomorrow

Multi-Channel Spring Campaign

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Who We Are

Inclusive Tomorrow is a charity-focused raffle organization that combines fundraising with the chance to win prizes in order to support inclusive social projects. Through the sale of monthly and yearly raffle tickets, Inclusive Tomorrow funds initiatives such as community kitchens, inclusive workplaces, and programs that support people with disabilities and marginalized groups.

Role: Marketing Analyst

- Analyzed multi-channel campaign performance and attribution
- Delivered insights to optimize channel mix and creative strategy
- Supported growth of the North Star Metric: monthly active subscriptions
- Informed spring campaign planning with data-driven recommendations
- Ensured marketing decisions aligned with ethical standards

Objective

The main objective was to support the company's NSM: increasing monthly active subscriptions. This was done by:

- Evaluating the performance of the holiday campaign
- Recommending improvements for the spring multi-channel campaign
- Identifying the most effective channels, audiences, and attribution models
- Ensuring marketing efforts drove high-quality, responsible conversions, not just volume

Methodology

Approach

- Data-driven, insight-led decision making
- Full-funnel marketing perspective
- Ethical and responsible communication focus
- Audience-first (Charitable- vs Lottery-Focused personas)
- Test-and-learn mindset for new channels

Process

- Analyzed holiday campaign performance and attribution
- Defined spring objectives aligned with the NSM
- Built a multi-channel, full-funnel strategy
- Collaborated cross-functionally (Brand, Product, Performance)
- Tested, optimized, and reported on campaign results

Channels

- Paid Social (Facebook, Instagram)
- Organic Social (Instagram)
- Search (SEO and Paid Search)
- Pinterest (new mid-funnel channel)
- YouTube / Short-form Video
- Email & CRM

Hard Skills

- Multi-channel campaign analysis (paid social, search, organic, email)
- Attribution modeling and cross-channel performance evaluation
- KPI tracking aligned to a North Star Metric
- Audience segmentation and persona analysis
- Funnel-based marketing strategy (awareness → retention)

Soft Skills

- Cross-functional collaboration (Brand, Product, Performance, CRM)
- Adaptability in response to performance changes
- Translating data insights into strategic recommendations
- Conflict prevention and resource planning
- Strategic thinking and prioritization

Customer Journey Funnel

Description:

I applied the customer journey funnel to structure the Inclusive Tomorrow spring campaign across awareness, consideration, conversion, and retention. Each funnel stage was mapped to specific channels, ensuring that users received the right message at the right time.

Objective:

The objective was to create a cohesive, full-funnel strategy that guides users from first exposure to long-term subscription, while maintaining ethical and responsible marketing practices.
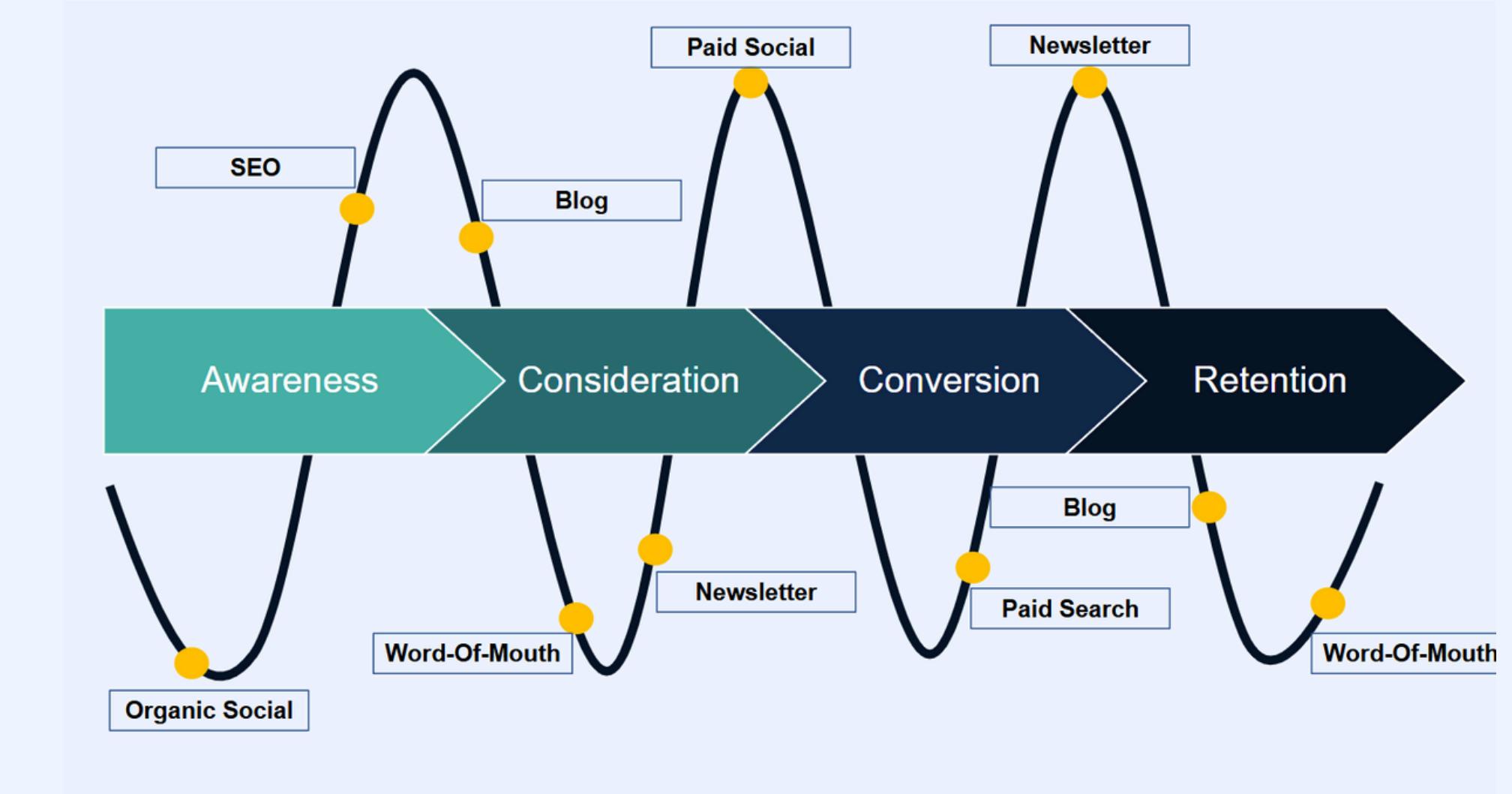
Skills Learned:

- Funnel-based marketing strategy
- Mapping channels and content to user intent
- Aligning messaging with different decision stages
- Strategic planning across awareness to retention

Reflection:

Working with the customer journey funnel helped me understand how fragmented channel tactics become far more effective when connected by a clear user path. It reinforced the importance of consistency and intent-driven messaging, especially for mission-led brands like Inclusive Tomorrow.

North Star Metric

Description:

The North Star Metric for Inclusive Tomorrow was defined as monthly active subscriptions, representing sustainable growth and long-term engagement rather than short-term wins.

Objective:

The objective was to align all marketing decisions; channel selection, messaging, and optimization around a single, company-wide success metric.

Skills Learned:

- Identifying meaningful business metrics
- Aligning marketing KPIs with company objectives
- Evaluating success beyond feel good metrics
- Strategic prioritization

Reflection:

Focusing on the NSM shifted my thinking from campaign-level performance to long-term value creation. It highlighted how marketing success should be measured by quality and sustainability, not just immediate conversions.

Cross-Channel Correlational Analysis

Description:

I analyzed how different marketing channels interacted with each other, particularly how changes in one channel (e.g. cutting Instagram) affected performance in others (e.g. rising Facebook CPO).

Objective:

The objective was to understand assisted conversions and identify interdependencies between channels to improve overall campaign efficiency.

Skills Learned:

- Cross-channel analysis and correlation thinking
- Interpreting performance beyond last-click attribution
- Diagnosing performance shifts across platforms
- Data-driven storytelling
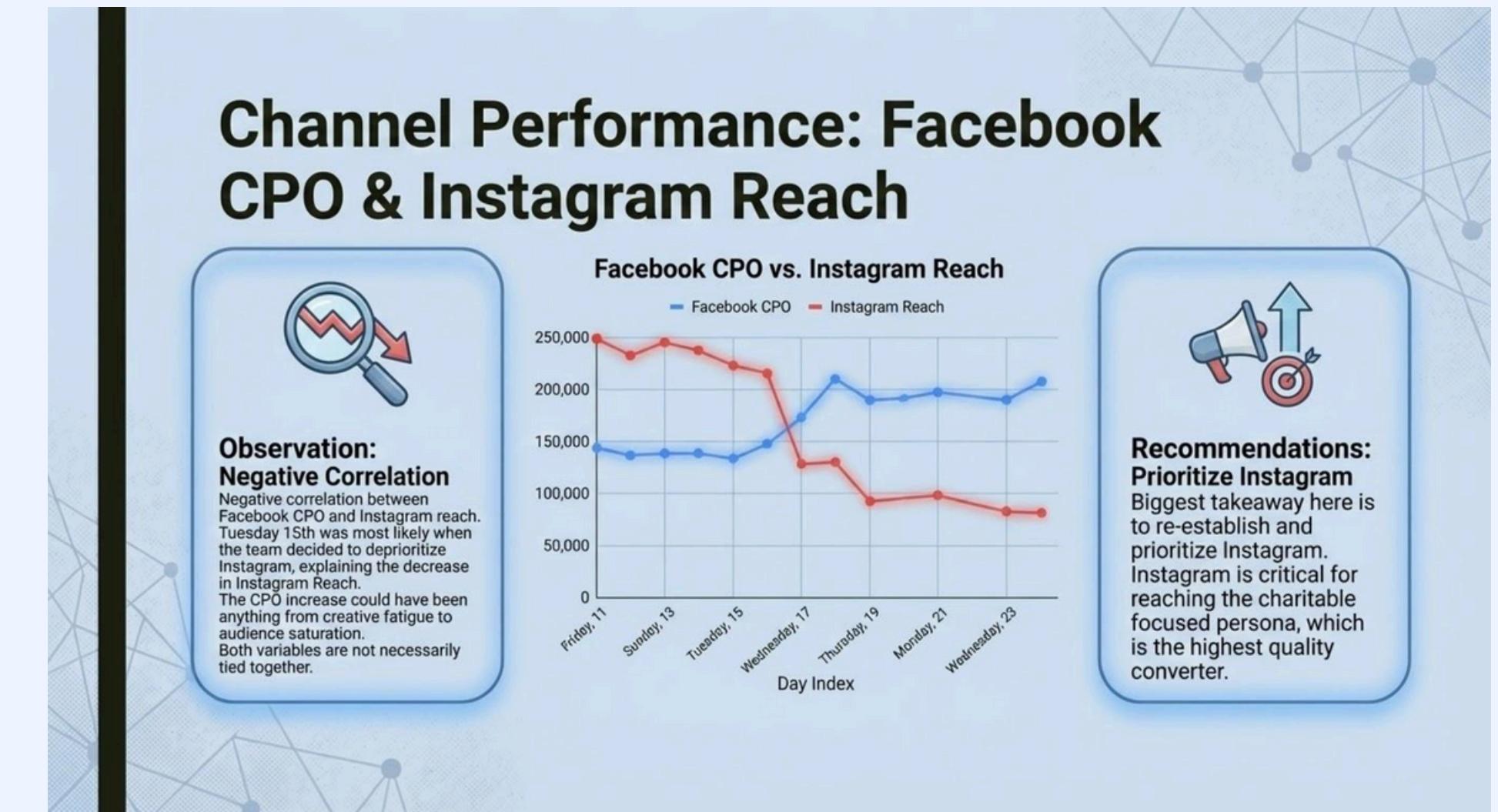
Reflection:

This analysis demonstrated that channels do not operate in isolation. I learned that removing or deprioritizing one channel can have unintended downstream effects, reinforcing the need for holistic optimization rather than singular decision-making.

Pinterest

Description:

Pinterest was introduced as a new platform to support mid-funnel consideration, particularly for the Charitable-Focused persona. The platform was selected based on audience fit, discovery mindset, and alignment with ethical storytelling.

Objective:

The objective was to expand reach among high-quality audiences, support consideration-stage engagement, and reduce reliance on Meta platforms.

New Platform: Pinterest

Target Audience: Pinterest aligns well with the Charitable-Focused Persona
- Women aged 25-45 👩
- Suburban 🏡
- Interested in:
  - ❤️ Social Causes
  - 🛍️ Ethical Shopping
  - 📖 Inspirational Stories

Funnel Step:
Consideration

Ad Formats:
Standard Pins

Prices:
8,000€

Skills Learned:

- Evaluating platform audience fit
- Designing test and learn channel strategies
- Selecting appropriate ad formats and budgets
- Strategic experimentation
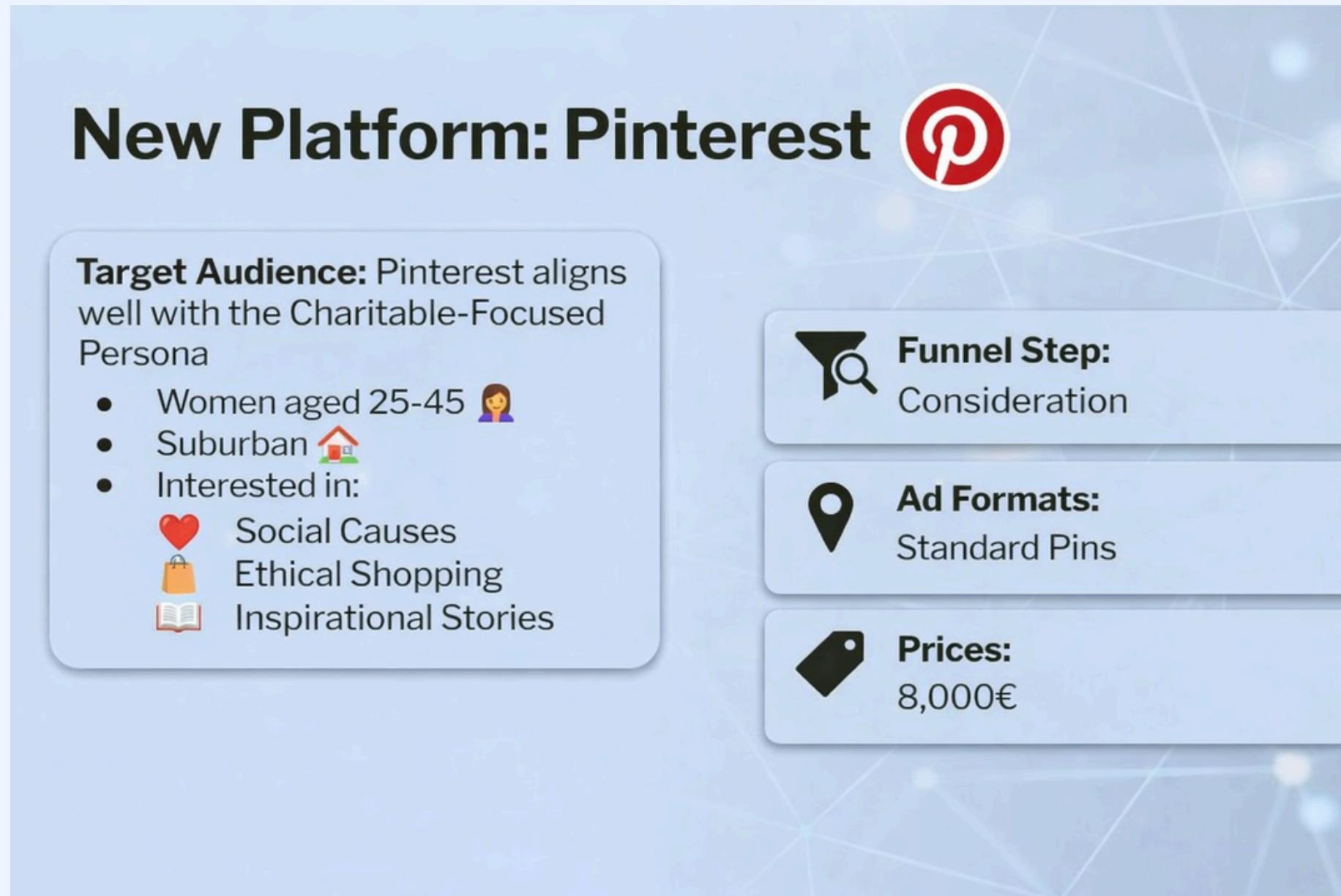
Reflection:

Adding Pinterest taught me how to justify new platforms using data, personas, and funnel logic rather than trend-based decisions. It emphasized the importance of controlled testing and clear success criteria when expanding a channel mix.

Project Management (Asana)

Description:

Asana was used to organize tasks, assign ownership, track timelines, and manage cross-functional collaboration throughout the spring campaign planning process.

Objective:

The objective was to improve visibility, accountability, and coordination between marketing, brand, product, and performance teams, especially when working with shared resources.

Name	Due date	Assignee
▼ **To Do**		
⊘ Review holiday campaign performance	Dec 12	○
⊘ Confirm spring campaign objectives and budget	Dec 12	○
⊘ Define the campaign theme and narrative	Dec 12	○
⊘ Revaluate target personas	Dec 12	○
⊘ Develop campaign messaging pillars	Friday	○
⊘ Create spring visual identity	Friday	○
⊘ Adapt message for personas	Friday	○
⊘ Finalize channels and budget	Friday	○
⊘ Optimize paid social for both Instagram and Facebook	Dec 26	○
⊘ Relaunch Instagram	Dec 26	○
⊘ Set up Pinterest	Dec 26	○
⊘ Adapt content around reels, shorts, and Idea Pins	Dec 26	○
⊘ Refresh web pages and paid search ads for spring	Dec 26	○
⊘ Implement tracking and attribution models	Jan 2, 2026	○
⊘ Run A/B tests	Jan 2, 2026	○
⊘ Monitor channel performance	Jan 2, 2026	○
⊘ Compile campaign results and draw recommendations	Jan 2, 2026	○

Skills Learned:

- Project management and task prioritization
- Cross-functional collaboration
- Resource planning and dependency tracking
- Clear documentation and workflow organization

Reflection:

Using Asana highlighted how effective project management tools can prevent miscommunication and resource conflicts. It reinforced that strong organization and transparency are just as critical to campaign success as strategy and creativity.

Challenges

My greatest challenge was balancing my ethical responsibility with performance goals. I wanted to ensure that market growth wasn't reliant on gambling driven tactics.

Takeaways

The biggest takeaway for me is that marketing channels exist as an entire ecosystem; not in isolation. When looking at multiple platforms and channels as a whole, it's evident that they more often than not affect each other.
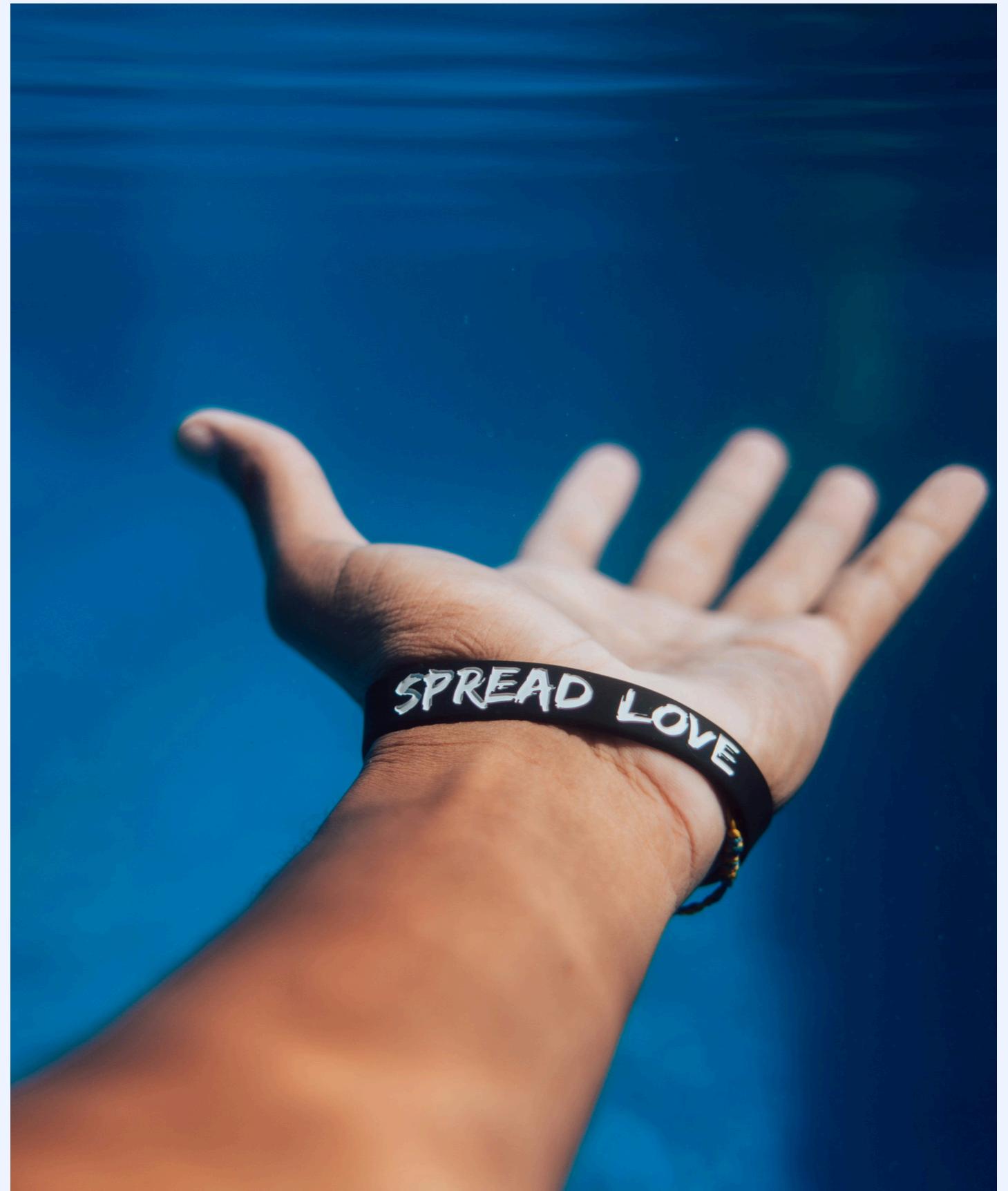
Dane Christensen

Thank you!