



# INCLUSIVE TOMORROW

## **MULTI-CHANNEL MARKETING STRATEGY**

CareerFoundry Achievement 5 Project

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# TABLE OF CONTENTS

- Introduction 1
- My Role & Objectives 2
- Solution 3
- Key Deliverables 4
- Challenges & Insights 5



# INTRODUCTION

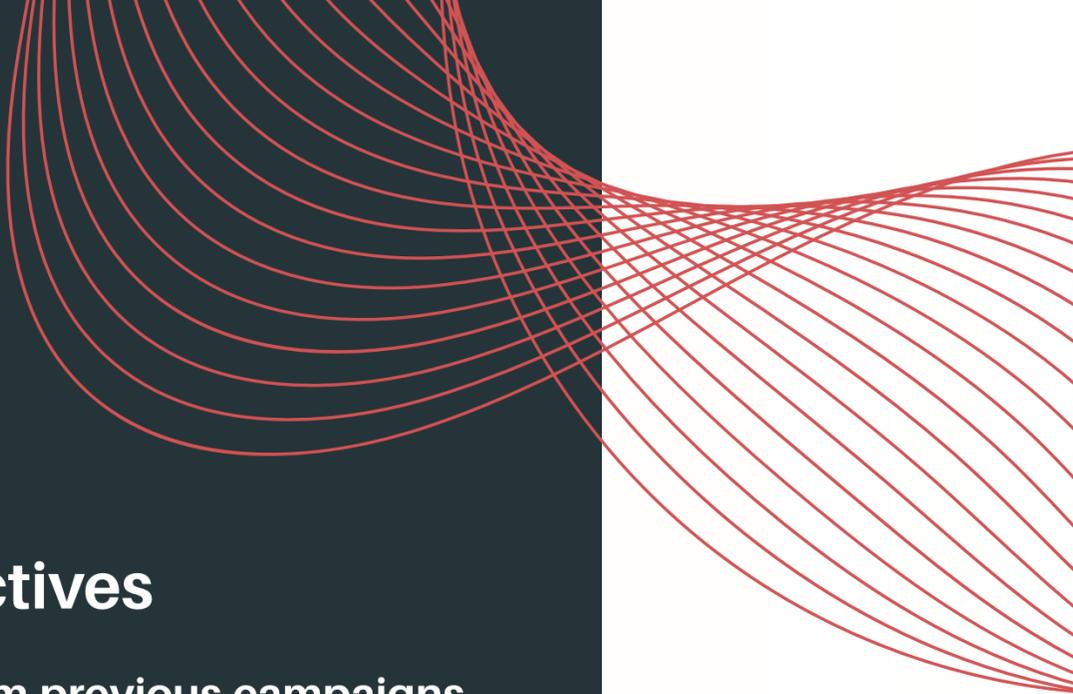
Inclusive Tomorrow is a nonprofit organization build on a winwin model that combines social impact with positive engagement. The organization raises funds to support individuals with disabilities and inclusive communities by offering raffle tickets, available as a one-time purchases or subscriptions.

Each participants contributes to a meaningful cause while having the chance to win prizes of up to €1,500,000, creating a sense of shared benefit between the supporters and the organization. Because of its unique fundraising approach, Inclusive Tomorrow relies on a strong multi-channel marketing strategy to build trust, increase awareness, and attract long-term supporters through transparent and data-driven communication.





# MY ROLE & OBJECTIVES



## Role

In this project, I worked as a Junior Digital Marketer, supporting the creation of a data-driven multi-channel strategy for Inclusive Tomorrow's spring campaign.

I focused on analyzing channel performance data, identifying key insights, and helping design a strategy that aligned with the organization's mission and values.

My contribution also included reviewing marketing goals, suggesting content directions, and ensuring that the communication stayed inclusive and consistent across all touchpoints.

## Objectives

Leveraging insights from previous campaigns, the spring strategy aimed to:

- Increase raffle ticket sales and grow monthly subscriptions (North-Star Metric);
- Optimize budget allocation to improve Cost Per Order (CPO) and overall ROI;
- Strengthen brand trust through ethical storytelling and mission-driven messaging;
- Enhance data accuracy by improving Google tracking and performance reporting across all channels.

# SOLUTION

- **Data-driven strategy:**

Started with an audit of previous campaign results to identify top-performing channels and areas for improvement.

- **Multi-channel plan:**

- **Awareness:** YouTube, Instagram Reels & and a Spotify podcast series sharing real stories from Inclusive Tomorrow's community.
- **Consideration:** Paid Facebook & Instagram Ads
- **Conversion:** Google Search Ads
- **Retention:** Email campaigns & SEO blog content

- **Funnel alignment:**

Mapped the customer journey and connected each channel to a specific stage — from awareness to retention.

- **Core focus:**

Integrated ethical messaging and trust-building elements to reflect Inclusive Tomorrow's mission and ensure consistent, inclusive communication across all touchpoints.

# FULL-FUNNEL STRATEGY & CUSTOMER JOURNEY

## **Goal:**

Develop a complete multi-channel funnel to guide users from awareness to conversion while reflecting Inclusive Tomorrow's inclusive values.

## **Outcome:**

Delivered a clear, data-driven framework that aligns brand storytelling with marketing performance, helping the team prioritize resources and communication across the funnel.

## **What I did:**

- Designed a customer journey map connecting each digital channel (YouTube, Spotify, Social Media, Search, Email) to the corresponding funnel stage.
- Defined objectives, KPIs, and content types for every stage — ensuring measurable and cohesive actions.

# PERFORMANCE DATA ANALYSIS

## Goal:

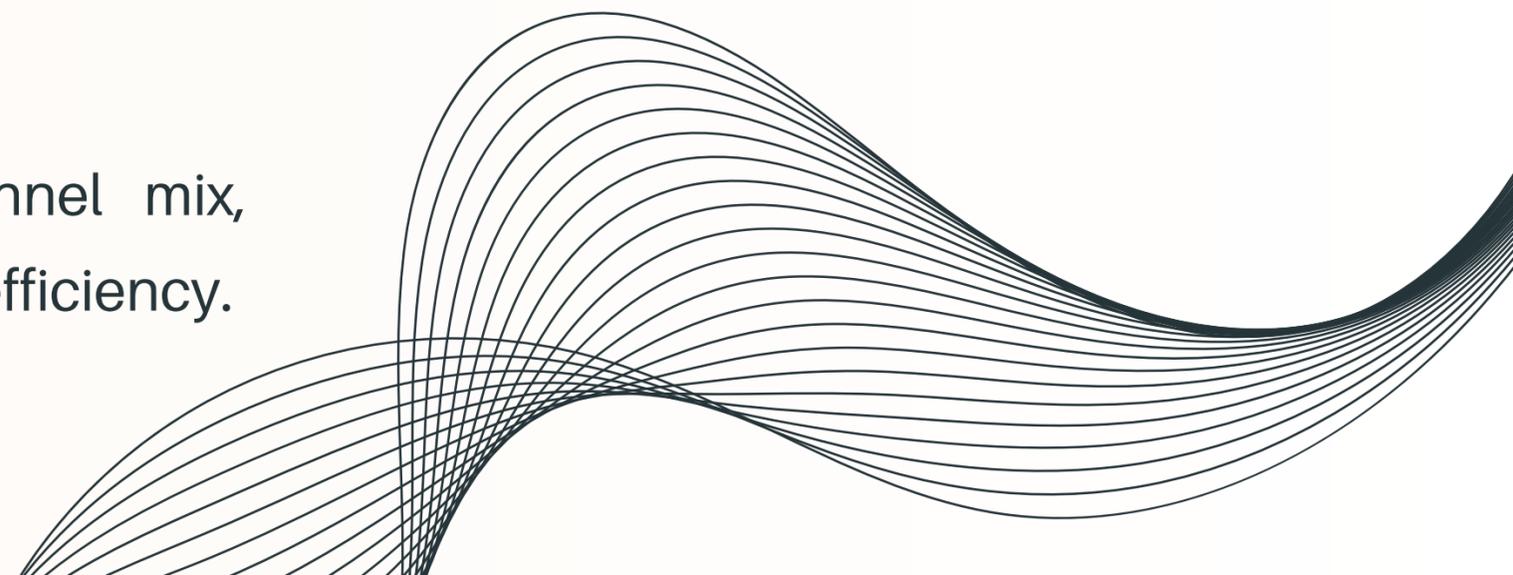
Analyze channel performance to identify optimization opportunities and guide the new marketing strategy.

## What I did:

- Collected and compared key campaign data using Google Sheets.
- Measured core metrics such as CTR, CPO, Conversion Rate, and Engagement Rate across all channels.
- Identified strengths in awareness platforms like YouTube and Spotify, and strong ROI from Search and Email marketing.

## Outcome:

Provided a data-driven foundation for refining the channel mix, reallocating media budget, and improving overall campaign efficiency.





# CREATIVE BRIEFS & CROSS-TEAM COLLABORATION

## Goal:

Ensure clear communication and consistent alignment between marketing, design, and product teams.

## What I did:

- Wrote marketing and creative briefs summarizing campaign objectives, audience insights, tone, and deliverables.
- Translated strategic goals into clear, actionable guidelines for content creators and designers.
- Facilitated collaboration across departments, making sure everyone understood timelines, priorities, and expected outcomes.

## Outcome:

Delivered well-structured briefs that improved cross-functional communication and helped maintain message consistency across all marketing assets.

# PROJECT MANAGEMENT PLAN

## **Goal:**

Organize the campaign workflow and ensure transparency across all stages of the project.

## **Outcome:**

Improved overall efficiency and team collaboration, providing a structured overview of tasks and responsibilities. Asana became a valuable tool to maintain clarity and prevent overlap between teams.

## **What I did:**

- Used Asana to create a shared project calendar and visualize all key deadlines.
- Assigned clear ownership for each task to improve accountability and coordination.
- Monitored progress to make sure deliverables stayed on track and aligned with campaign goals.

## **Challenges:**

At times, I felt overwhelmed by the amount of information, tools, and data involved in building a full multi-channel strategy. It was challenging to organize everything and connect all the pieces into a cohesive plan.

## **How I overcame them:**

I started breaking down each task into smaller, manageable steps and focused on understanding the logic behind every decision. This helped me approach the process with more confidence and structure.

# **CHALLENGES**

# **INSIGHTS**

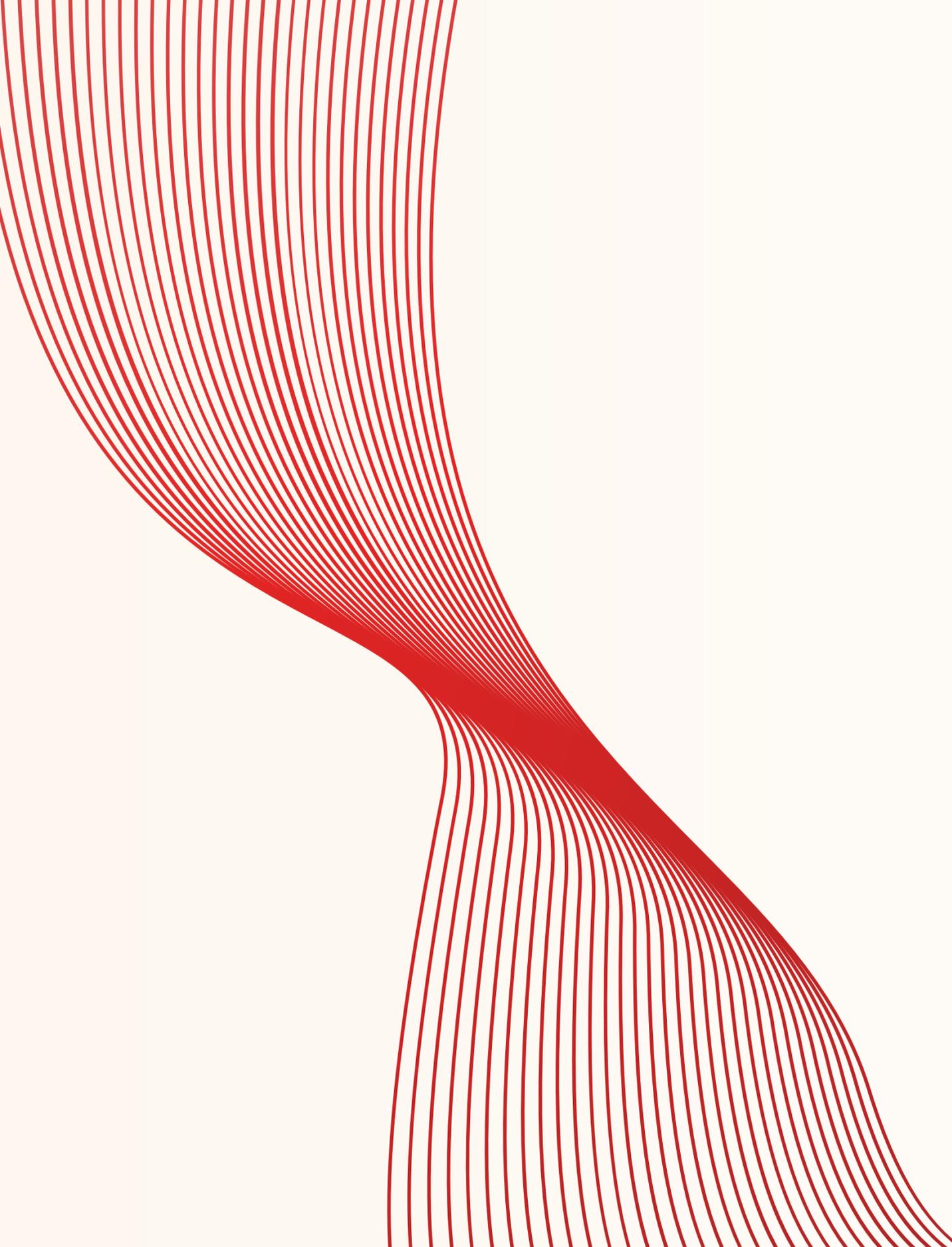
## **Insights:**

Through this project, I learned the importance of looking at campaigns from a holistic perspective — understanding how each channel influences the others.

I also realized that clarity and organization are just as important as creativity when managing multi-channel campaigns.

## **Outcome:**

By the end of the project, I gained a clearer strategic mindset and stronger confidence in my ability to analyze data, plan across channels, and collaborate effectively with cross-functional teams.



# THANK YOU |

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