

# INSPIRATION SESSION

## Find yourself in the following situations?

- I have great ideas but I'm not sure how to make them come alive with Qualifio
- I need inspiration for creating engaging campaigns

This is a bottom-up session where we start from your business case or challenges and try to work to a solution with the use of Qualifio. We help you in finding the right way to connect with your customers on every touchpoint.

## Topics that can be subject of this session:

- Qualifio best practices
- Creation of a **campaign (content) calendar**
- Brainstorm session** on campaigns around topics/events and how they can serve your business goals (e.g. I want to segment my audience with campaigns around the topic of World Cup 2018)
- How to choose the right campaign formats for every step in my customer journey
- How should I approach my different customer personas?
- How do other companies in my sector approach their customers?
- ...

## How we do this:

### 1. Kick-off call

Short call where you tell us more about your business and how it works, your goals and objectives, your challenges, etc.

Based on this: we choose a focus for the session, set a target for the outcomes and define the homework for both you and Qualifio.

### 2. Preparation

We prepare a presentation and some examples for you

### 3. On-site session

#### SUMMARY

##### GOAL:

Finding the right inspiration for creating your interactive marketing campaign.

##### DURATION:

½ day

##### TARGET AUDIENCE:

Everyone who'd like to join!

##### DELIVERABLES:

To be defined

This session is also perfect to be combined with a training.

Contact your account manager or success team to discover how we can help you

A Qualifio expert comes to your office to work on your challenges together with you