Unite on Purpose Campaign

https://businessofbrand.com/uniteonpurpose/

#UniteonPurpose#JointheQuietRevolution#Help100

Click to a **Handy Guide to Campaigning Together**

On **15 July 2020** BoB and 140 other businesses on the L&D program launched the Unite on Purpose Campaign.

We covered content on Campaign 1 in Module 3 Go-To-Market. If you want a refresher, Catch the replay of this big moment in BoB Earth as we unanimously tweet, tag, and top the trending chart. Refer to the Summary Pack for Module 3 for a content recap.

On **15 October 2020** we launched the 2nd iteration with all our L&D cohorts coming together at the same time on the same day to campaign together and Unite on Purpose!

We unite together on brand, business and industry and continue the exciting conversation about uniting together and the impact this can have. For cohort 1, who were involved with the launch on 30 July, this was an opportunity to re-ignite your Purpose conversations and benefit from the added activity on the launch day.

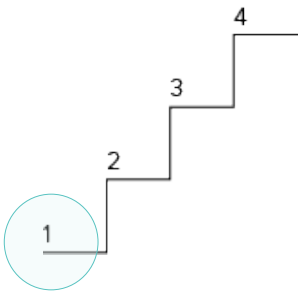
Campaign Live Days	Video links and Assets
Unite on Purpose - 30 July 2020	• Module 3 Go-to- Market: Campaign Launch Day Video • M3 L&D Masterclass Schedule v4.pdf • Campaign Assets Google Drive
Unite on Purpose 15 October 2020	• Campaign Live Video - all Cohorts together • Marketing assets and collateral

Linking back to the Campaign Ladder on BoB's Find your Formula Audit Sheet, this is **Campaign 1 – The Story.** Designed to creates **awareness** in the market for new business and within existing client base.

Remember a **brand campaign** goes for a long time. You can keep the campaign running e.g. 1-2 years.

With this campaign we have driven awareness into the market, given value, engaged people and created a conversation. We want to continue to tell the story and let people know about our purpose. We are positioning our brands into the marketplace. This is a starting place for leveraging this awareness in later campaigns.

We continue activity in the market to maintain the campaign.



Here's your handy guide to what you need to campaign together

Send your profile picture through to the BoB team so we can 'Sssshh!' it and send it back.

Make your 'pass the bag of purpose' video and share with the BoB team.

Access the Unite on Purpose marketing graphics and assets here to update your banner, create posts and newsletters which you can start to share over the coming weeks.

Do one thing each week to keep the campaign moving…

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Week One – everyone launches together by sharing what it means to you to Unite on Purpose

Week Two – film a video explaining why you want to Unite on Purpose and what you hope the impact will be on your business and industry. Share this on your socials

Week Three – Include the Unite on Purpose campaign in your company's newsletter and/or post another update on LinkedIn. Remember to tag your colleagues, clients and friends in your network. Encourage them to ask questions and get involved

Week Four – start thinking about the next iteration. You might want to home in a particular challenge your industry is currently facing. You might want to film another video, host a live session where you interview someone in your sector or even host a workshop to help upskill others around you

Remember…

- Track engagement through the analytics on your social channels
- Ask new leads how they heard about you – perhaps it will be from the campaign!
- You can be as creative and post as often as you like. You're not restricted to the guidelines above!

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