

CAMPAIGN SUMMARY

MARKETING, AUDIENCE STRATEGY & CAMPAIGN SUPPORT FOR PROMOTERS, BUSINESSES & GROWTH-FOCUSED BRANDS

Pulse Media Group helps promoters and businesses create demand, reach the right audience, and convert attention into measurable action - including ticket sales, leads, appointments, referrals, website traffic, and customer growth.

TURN ATTENTION INTO ACTION.

PROMOTERS

Fill the room. Move the crowd. Grow the event.

For concerts, nightlife, festivals, sports events, comedy shows, venues, tours, and live event brands.

BUSINESSES

Get seen. Capture leads. Grow customers.

For service businesses, clinics, restaurants, mortgage and financial services, nonprofits, real estate, and local brands.

WHY BRANDS PARTNER WITH PULSE

A clear campaign structure gives promoters and businesses a better path from awareness to measurable action.

Campaign Services in One System

Strategy, creative content, social promotion, email/SMS support, local outreach, campaign tracking, and performance analytics.

Built to Repeat Across Campaigns

Designed for single events, recurring events, local business campaigns, service campaigns, and multi-location or multi-city promotions.

Data-Supported, Human-Led Execution

CrowdIQ supports insights, content, and reporting while Pulse Media keeps strategy, budget, approvals, creative direction, and launch decisions under human review.


THE CLIENT BENEFIT

Pulse Media helps replace scattered promotion with a repeatable campaign process that can be used for one event, one offer, a business growth campaign, or a full marketing calendar.

Pulse Media Group Campaign Summary | Marketing & Audience Strategy

PLAN • CREATE • LAUNCH • OPTIMIZE • CONVERT

Every campaign follows the same operating model so it can be duplicated, measured, improved, and scaled.

<p>01</p> <p>PLAN</p> <p>Collect campaign details, target audience, location, goals, budget, timeline, and conversion path.</p>	<p>02</p> <p>CREATE</p> <p>Produce campaign assets: concepts, video scripts, captions, ads, email/SMS copy, landing page copy, and outreach briefs.</p>	<p>03</p> <p>LAUNCH</p> <p>Activate social content, ads, email/SMS, local outreach, creator partnerships, tracking links, and campaign promotion.</p>
<p>04</p> <p>OPTIMIZE</p> <p>Review performance, retarget engaged audiences, adjust budget, test creative, and improve messaging.</p>	<p>05</p> <p>CONVERT</p> <p>Move interested people toward ticket purchase, form submission, booking, call, referral, appointment, or inquiry.</p>	<p></p> <p>REPEAT</p> <p>Use the same structure for the next event, business campaign, market, audience, or client.</p>

WHAT CLIENTS RECEIVE

Deliverables can scale based on campaign size, budget, timeline, available assets, and whether the work is for an event, business campaign, or multi-location push.

Strategy & Setup <ul style="list-style-type: none">• Campaign brief• Audience profile• Location targeting• Launch checklist• Tracking plan	Creative & Content <ul style="list-style-type: none">• Campaign concepts• Social captions• Ad copy• Video scripts• Promotional graphics• Content calendar	Email & SMS <ul style="list-style-type: none">• Announcement copy• Reminder sequence• Offer push• Final urgency messaging• Post-campaign follow-up
Creator & Local Outreach <ul style="list-style-type: none">• Outreach messages• Creator brief• Posting instructions• Promo code/link plan• Share/repost strategy	Conversion Path <ul style="list-style-type: none">• Website/page review• Ticket link or booking link• Lead form or intake path• CTA copy• Retargeting copy	Analytics & Reporting <ul style="list-style-type: none">• Weekly snapshot• Channel performance• Top creative insights• Optimization notes• Campaign recap

BUILT FOR SPEED, ACCURACY, AND ACCOUNTABILITY

Pulse Media can automate repeatable work while keeping important decisions under human review.

CrowdIQ Supports

- Support campaign brief development from approved information
- Help draft campaign message options for review
- Support local creator and media outreach preparation
- Help summarize campaign performance and audience trends
- Support retargeting and urgency recommendations

Human Approval Required

- Confirm campaign details, offers, dates, locations, links, audiences, and conversion goals
- Approve final creative, budget, and launch plan
- Review claims such as limited availability, urgency, or performance expectations
- Approve creator deals and compensation terms
- Decide changes that affect spend or brand reputation

DEPENDENCY RULE

CrowdIQ output is only as strong as the structured campaign data it receives. Intake must collect clean core information every time before campaign documents and assets are generated.

ONE MASTER CAMPAIGN. MULTIPLE AUDIENCES, LOCATIONS, OR OFFERS.

Pulse Media can create one master campaign structure and adapt it for different cities, events, business locations, audience segments, offers, or services.

Master Campaign

- Core campaign goal
- Base audience profile
- Approved brand style
- Core creative/message direction
- Base ad/email/SMS copy
- Core campaign calendar
- Standard reporting structure

Campaign Variations

- City or service area
- Event, offer, or service details
- Landing page, ticket link, or booking path
- Local targeting radius
- Local creators or partners
- Audience-specific copy
- Budget and campaign timing

WHY THIS MATTERS

The same operating model can support a tour stop, restaurant promotion, clinic campaign, real estate push, mortgage consultation campaign, nonprofit donor drive, or multi-city brand launch.

BUILT FOR REPEATABLE MARKETING CAMPAIGNS

Pulse Media supports campaigns that need audience demand, consistent messaging, clear conversion paths, and measurable performance.

01

ORGANIZE

Gather campaign details, assets, links, goals, budget, and target audience in one structured campaign record.

02

BUILD

Use structured data to create a campaign brief, social plan, copy, creative direction, outreach brief, and checklist.

03

APPROVE

Human review confirms details, messaging, creative direction, budget, and campaign readiness before launch.

04

ACTIVATE

Launch organic content, paid social, email/SMS, creator outreach, tracking links, and campaign pushes.

05

IMPROVE

Review performance, adjust messaging, retarget engaged audiences, and strengthen the campaign based on learning.



REPEATABLE

Supports concerts, recurring events, business growth campaigns, service campaigns, clinic campaigns, restaurants, nonprofits, and multi-city promotions.

WHAT WE NEED TO BUILD A CAMPAIGN

To make the process repeatable, Pulse Media collects the same core information before generating campaign documents, content, and assets.

<p>Universal Campaign Basics</p> <ul style="list-style-type: none"> • Campaign name • Business or event name • Location / service area • Timeline / launch date • Goal and budget • Target audience • Website, landing page, or link • Current social pages 	<p>Promoter-Specific Details</p> <ul style="list-style-type: none"> • Event name • Venue and event date • Doors open time • Ticket link • Artist / talent assets • VIP / table options • Attendance goal • Promo codes 	<p>Business-Specific Details</p> <ul style="list-style-type: none"> • Service or offer • Booking link or lead form • Target customer • Service radius • Promotions or packages • Testimonials / proof points • Customer list status • Sales follow-up process
<p>Creative Assets</p> <ul style="list-style-type: none"> • Logos • Brand colors • Approved images • Videos / clips • Flyers or existing posts • Brand restrictions 	<p>Marketing Inputs</p> <ul style="list-style-type: none"> • Audience demographics • Past campaign results • Email/SMS lists • Creators or partners • Geographic radius • Campaign start date 	<p>Conversion Path</p> <ul style="list-style-type: none"> • Ticket purchase • Booking / appointment • Lead form • Phone call • Referral request • Donation / volunteer signup

BEST WAY TO HANDLE CAMPAIGN INFORMATION

The best campaign process starts with a structured intake form that captures clean campaign details, audience goals, creative assets, conversion paths, and launch requirements.


<p>1</p> <p>Campaign Intake Form</p> <p>The client submits campaign details through a structured form.</p>	<p>2</p> <p>Campaign Record</p> <p>Information is stored in Wix, Airtable, Google Sheets, CRM, or a campaign database.</p>	<p>3</p> <p>Campaign Drafting</p> <p>CrowdIQ supports the campaign brief, content calendar, ad copy, email/SMS copy, and checklist drafts.</p>
<p>4</p> <p>Human Review</p> <p>Pulse Media reviews and approves details, claims, creative, budget, and launch actions.</p>	<p>5</p> <p>Campaign Launch</p> <p>Approved deliverables are deployed and tracked across channels.</p>	<p>✓</p> <p>Repeat & Improve</p> <p>Campaign learnings are used to improve the next event, offer, location, or customer-growth campaign.</p>

RECOMMENDATION

Use structured forms first, then campaign drafting and human review. This keeps campaign data clean, avoids missing details, and gives Pulse Media a repeatable process that can scale.

READY TO LAUNCH YOUR NEXT CAMPAIGN?

Start with a simple inquiry. Pulse Media reviews the opportunity, confirms the campaign path, and builds a plan designed to move attention into measurable action.

<h2>01</h2> <h3>Submit Campaign Information</h3> <p>Use the campaign inquiry form to begin intake.</p>	<h2>02</h2> <h3>Receive Campaign Review</h3> <p>Pulse Media reviews the audience, offer, timing, conversion path, and campaign needs.</p>	<h2>03</h2> <h3>Approve Strategy & Assets</h3> <p>The client approves the campaign brief, creative direction, launch plan, and budget.</p>
<h2>04</h2> <h3>Launch & Optimize</h3> <p>Pulse Media activates the campaign and reviews performance during the campaign window.</p>	<h2>05</h2> <h3>Recap & Repeat</h3> <p>Campaign learnings improve the next event, offer, location, or customer-growth campaign.</p>	 <h3>Powered by CrowdIQ</h3> <p>Human-led marketing powered by audience intelligence, creative strategy, and campaign management.</p>

PULSE MEDIA GROUP • POWERED BY CROWDIQ

Marketing powered by audience intelligence, creative strategy, and real campaign management.