

# An Introduction to Digital Marketing by CampaignHero

## An Introduction

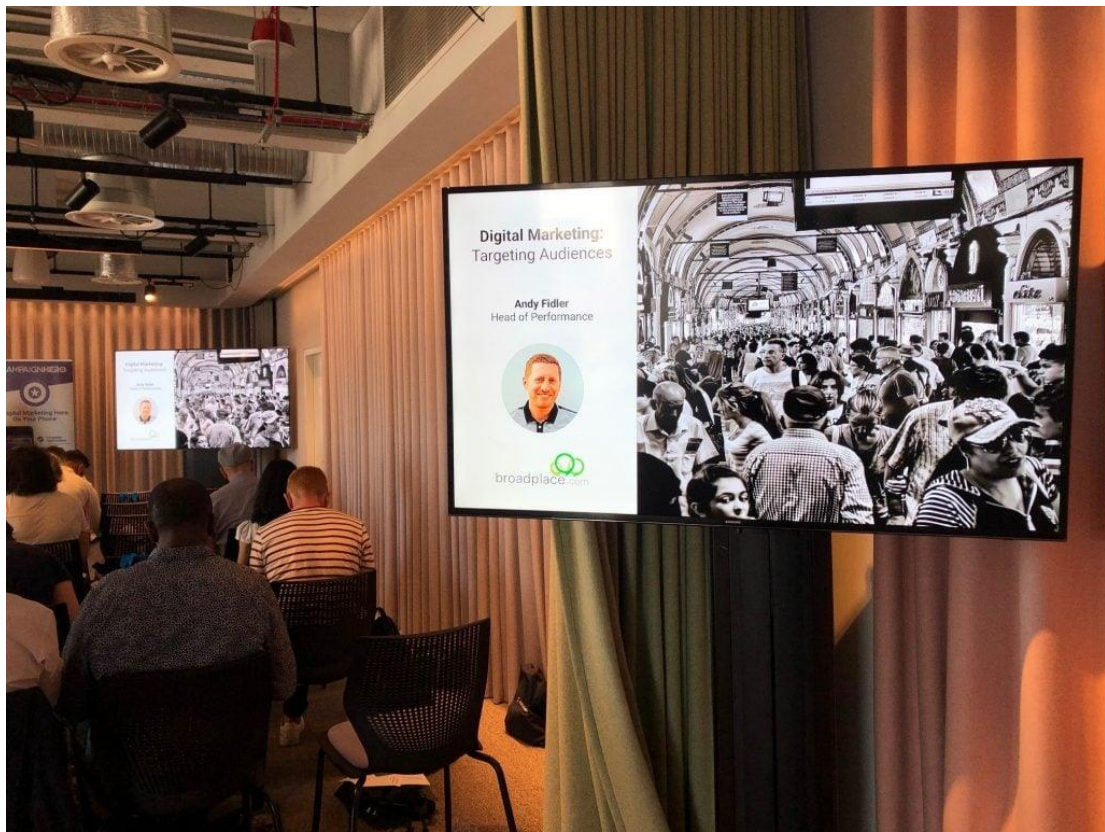
Earlier this week, we introduced our app, 'CampaignHero', to **Starling's Business Banking** customers. CampaignHero aims to bridge the gap between the 'do it yourself approach' to full-on agency support. CampaignHero allows you to manage Microsoft, Facebook and Google Ads all from within your smartphone. What makes the app different through, is the added bonus of in-app chat support. The 'do it' feature is also pretty cool – this instructs the agency behind the app, to make online ad improvements for you. The app itself is free, but there are 'in-app purchases' available, as you increase support.

## The Event

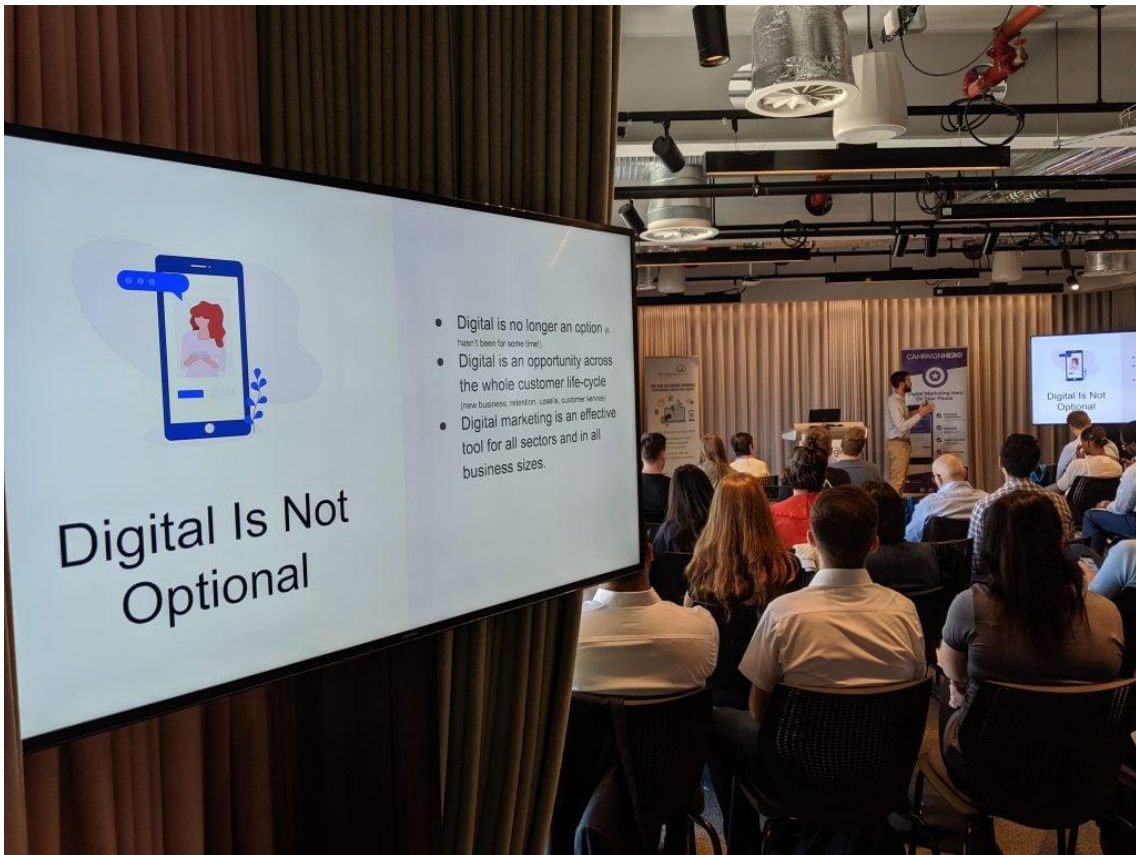
On 16th July, in partnership with Google and Starling, we put on a personal development event at Google Kings Cross. The aim of the event was to help small businesses get the most out of their online presence and boost sales. The synergy between **Starling** as a 100% mobile bank and CampaignHero as an app-based marketing platform made for the perfect business relationship and the event was unsurprisingly, well-received.

Our event, which consisted of an AM and PM session, saw Broadplace's Head of Performance, Andy Fidler, presenting on Targeting Audiences, Chrysanthi Tsolaki from Google, explaining The Age of Assistance: How Google Can Support SMBs and Dan Pillay, Head of CampaignHero, talking us through the anatomy of a successful digital marketing campaign. Everybody loves a quiz, so each session ended with a Kahoot memory test (to see who was really listening)! Everybody knows that all the best quizzes have super desirable prizes and you wouldn't expect anything less than a Google Home Mini from the makers themselves – so that's exactly what our winners received!











## The Results

Prize winners are welcome to gloat but since it's part of the CampaignHero team's DNA to go the extra mile, they also made sure that every attendee left the event with a personalised SEO report for their business. The 'campaign clinic' section of the event space seemed to be very popular and we all enjoyed getting to know what people's marketing goals were and finding out how we might be able to assist – it's been great to carry-on those conversations, post-event!

Fancy trying the CampaignHero app yourself? To request an invite, simply get in touch today via: [info@campaignhero.ai](mailto:info@campaignhero.ai)