

Tian Di Ren Am Calligraphy – Sales Plan

Outline of Sales Plan

To effectively offer the Tao Calligraphy "Tien Di Ren An" (Heaven Earth Human Being Peace) to members of the World Upshift Movement and associated organizations, while supporting both the World Upshift Movement and the Love Peace Harmony Foundation, here's an outlined plan with key marketing messages:

Outline of Plan:

1. Target Audience Identification:

- Members and affiliates of the World Upshift Movement.
- Organizations and individuals aligned with the values of peace, harmony, and global transformation.

2. Marketing Channels:

- Digital Platforms: Utilize websites and social media of World Upshift Movement
- Newsletters: Regular updates and features in newsletters sent to members of the organizations.
- Virtual Events: Introduce the calligraphy in online events, webinars, and

meetings. 3. Collaboration with Influencers:

- Engage with thought leaders, such as Ervin Lazlo and others, to promote the calligraphy through their networks.

4. Storytelling and Content Creation:

- Develop content around the story of the calligraphy, its meaning, and its significance in promoting peace and harmony.
- Share testimonials or stories of how Tao Calligraphy has impacted individuals or communities.

5. Offering Formats:

- Original Artwork: Limited edition for high-value fundraising.
- Reproductions: High-quality prints available for purchase at CAD 3000 price

point. • Digital Versions: For online distribution and wider reach.

6. Pricing Strategy:

- Sell at CAD 3000 through MasterSha.store :

- [Link : https://mastersha.store/products/tao-calligraphy-tian-di-ren-an-with-frame?_pos=1&_sid=aa96cb410&_ss=r](https://mastersha.store/products/tao-calligraphy-tian-di-ren-an-with-frame?_pos=1&_sid=aa96cb410&_ss=r)

7. Promotional Campaigns:

- Launch campaigns on significant days related to peace, harmony, and global change.
- Collaborate on events or campaigns promoting similar values.

8. Transparency and Reporting:

- Clearly communicate how funds are used and the impact of contributions.
- Regular updates on the progress of the fundraising and its impact. **Main**

Marketing Messages:

1. Symbol of Global Harmony:

- "Experience the fusion of art and spirituality for global transformation with 'Tien Di Ren An'."

2. Legacy of Dr. and Master Zhi Gang Sha:

- "Join us in embracing the legacy of Dr. and Master Zhi Gang Sha through the Tao Calligraphy – a gift of peace and harmony."

3. Impactful Contribution:

- "Your acquisition supports the World Upshift Movement and Love Peace Harmony Foundation in creating a more peaceful, harmonious world."

4. Unique Art with Deep Meaning:

- "Own a piece of unique art that symbolizes the unity of heaven, earth, and humanity."

5. Exclusive Offering:

- "Be part of an exclusive group to own or access the 'Tien Di Ren An', enhancing your environment with its peaceful essence."

6. Cultural and Spiritual Enrichment:

- "Enrich your space with a calligraphy that carries deep cultural and spiritual significance."

7. Join a Movement:

- "More than art – it's a movement towards uplifting human consciousness and creating global unity."

Conclusion:

This plan aims to maximize the reach and impact of the "Tien Di Ren An" Tao Calligraphy by leveraging the networks and platforms of both the World Upshift Movement and the Love Peace Harmony Foundation. The marketing messages focus on the calligraphy's symbolism, its connection to global harmony, and the impact of supporting these causes.

Step-by-step Action Plan and Key Marketing

Messages: 1. Target Audience & Partnerships:

- Identify and target members and affiliates of the World Upshift Movement. •

Establish partnerships with organizations sharing similar values for wider reach. 2.

Online and Offline Sales Channels:

- Utilize the existing online platform [Master Sha's Store](#) for direct sales.
- Explore offline channels like events, workshops, and exhibitions for physical display and sale.

3. Marketing and Promotion:

- Leverage websites and social media channels of both the World Upshift Movement and the Love Peace Harmony Foundation.
- Create engaging content like videos, testimonials, and articles highlighting the calligraphy's significance and impact.
- Use email marketing to reach out to existing members and

subscribers. 4. Influencer and Ambassador Engagement:

- Collaborate with influencers, thought leaders, and ambassadors from both

organizations to promote the calligraphy.

5. Informational Webinars and Workshops:

- Organize online events to educate potential buyers about the significance of Tao Calligraphy and the specific meaning of "Tien Di Ren An."

6. Pricing and Offer Structure:

- Set a clear pricing structure (CAD 3000 for high-quality prints) and communicate the value and exclusivity of the artwork.

7. Transparency in Fund Allocation:

- Clearly communicate how the proceeds will be used and the impact of the purchase on both foundations.

8. Follow-up and Engagement:

- Create a follow-up plan for purchasers to enhance their experience, including how to use and appreciate the calligraphy.

Key Marketing Messages:

1. Symbol of Universal Harmony:

- "Embrace 'Tien Di Ren An', a profound symbol of Heaven, Earth, and Human Peace, uniting us in a shared vision for a harmonious world."

2. Exclusive Artwork with Deep Meaning:

- "Own an exclusive piece of Tao Calligraphy, embodying peace, unity, and harmony, curated by Dr. and Master Zhi Gang Sha."

3. Supporting a Noble Cause:

- "Your purchase contributes directly to the transformative work of the World Upshift Movement and the Love Peace Harmony Foundation."

4. Cultural and Spiritual Enrichment:

- "Enrich your environment with a calligraphy that carries deep spiritual and cultural significance, promoting inner peace and global harmony."

5. Contribution to Global Change:

- "Join a global movement of change and upliftment through the power of Tao Calligraphy."

6. Scientifically Backed Benefits:

- "Experience the scientifically proven benefits of Tao Calligraphy's high vibrational field in promoting well-being and positive transformation."

7. Unique Opportunity:

- "Avail this unique opportunity to own a rare piece of spiritual art that transcends conventional boundaries, bringing together art, science, and spirituality."

Conclusion:

This plan integrates strategic marketing with heartfelt storytelling, emphasizing the unique value of the "Tien Di Ren An" calligraphy and its alignment with the missions of the World Upshift Movement and the Love Peace Harmony Foundation. It aims to engage the community, inspire participation, and foster a sense of belonging to a greater cause, all while promoting the profound art and message of Tao Calligraphy.

Some Ideas how to market the Calligraphy to Art

Galleries 1. Curated Art Exhibitions:

- Host exclusive art exhibitions in your gallery, possibly in collaboration with other galleries, to showcase the Tao Calligraphy. This will attract art enthusiasts and potential buyers who value unique cultural

artifacts. 2. Educational Art Tours:

- Organize guided tours within the gallery that specifically focus on Tao Calligraphy, its origins, and its cultural significance. This can be an educational experience for visitors and increase interest in the

artwork. 3. Interactive Digital Experience:

- Develop an interactive digital experience, such as a virtual gallery tour or an augmented reality app. This allows a wider audience to engage with the calligraphy, especially those who cannot visit in person.

4. Collaboration with Cultural Institutions:

- Partner with cultural institutions or museums to display the calligraphy. This not only broadens the audience but also lends credibility and prestige to the artwork.

5. Art Critic Reviews and Publications:

- Invite art critics and writers to review the calligraphy. Publish these reviews in art journals and magazines to reach a more diverse audience and add an authoritative voice to the artwork's significance.

6. High-Profile Vernissage:

- Organize a high-profile opening event (vernissage) for the exhibition of the calligraphy. Invite celebrities, influencers, and key figures in the art world to generate buzz and media coverage.

7. Exclusive Collector's Edition:

- Consider releasing a limited collector's edition of the calligraphy, perhaps with special framing or accompanied by a certificate of authenticity signed by Dr. and Master Zhi Gang Sha. This can appeal to serious collectors and art investors.

8. Educational Workshops:

- Conduct workshops or seminars on Tao Calligraphy and its relevance in contemporary art. This can be a platform for deeper engagement and understanding, potentially attracting serious art enthusiasts and collectors.

9. Customizable Options for Buyers:

- Offer customization options for buyers, such as different sizes or framing styles. This allows the artwork to appeal to a broader range of personal tastes and interior designs.

10. Follow-Up with Purchasers:

- Develop a follow-up strategy for purchasers, which might include updates on new artworks, invitations to future events, or information on the impact of their contributions to the foundations.

11. Online Virtual Gallery:

- For global reach, create a virtual gallery where visitors from around the world can view and purchase the calligraphy.

By integrating these suggestions, the offering of the Tao Calligraphy can be elevated to not only a charitable sale but a significant cultural event, appealing to a wide range of audiences from art enthusiasts to collectors, and supporting the greater cause of the

World Upshift Movement and the Love Peace Harmony Foundation.

Letter to Art Gallery Directors

[Your Name]

[Your Position]

[Your Contact Information]

[Date]

[Gallery Director's Name]

[Gallery Name]

[Gallery Address]

Dear [Gallery Director's Name],

I hope this letter finds you well. My name is [Your Name], and I am [Your Position/Relation to the project] working in collaboration with the World Upshift Movement and the Love Peace Harmony Foundation. I am reaching out to you with an exclusive opportunity that aligns with the appreciation for profound art and the mission of societal upliftment.

We are privileged to present the "Tien Di Ren An" Tao Calligraphy, a masterpiece created by Dr. and Master Zhi Gang Sha. This calligraphy, translating to "Heaven Earth, Human Being Peace," is not only an artistic treasure but also a symbol of universal harmony and wellbeing. Dr. Sha, a globally recognized healer and spiritual teacher, integrates the essence of ancient wisdom with his profound understanding of the soul, heart, mind, energy, and matter, known as Shen Qi Jing, in his Tao Calligraphies.

The "Tien Di Ren An" Tao Calligraphy has been generously gifted to the World Upshift Movement, an esteemed non-profit organization focused on global transformation and harmony. In collaboration with the Love Peace Harmony Foundation, we aim to offer this extraordinary piece to esteemed art galleries, collectors, and organizations that share our vision of a harmonious world.

Here's what makes this offering unique:

- **A Fusion of Art and Spirituality:** This calligraphy represents a deep spiritual message, resonating with the frequencies of peace and harmony.

- **Interactive and Educational Potential:** The calligraphy serves not just as a visual masterpiece but also as an interactive tool for educational and meditative purposes.
- **Supporting Noble Causes:** Proceeds from the sale of this calligraphy, minus costs, will be equitably split between the World Upshift Movement and the Love Peace Harmony Foundation, directly supporting their altruistic initiatives.

We are looking for gallery partners who can help us showcase this unique piece. We believe that your esteemed gallery could be the perfect venue for exhibiting this profound work of art, allowing art enthusiasts and collectors to experience its transformative power firsthand. This collaboration could also include curated exhibitions, interactive workshops, and special events to deepen the appreciation of Tao Calligraphy.

We would be honored to discuss this opportunity further and explore how we can collaborate for a successful exhibition. Your expertise and reputation in the art world would be invaluable in bringing this project to fruition.

Thank you for considering this proposal. I am looking forward to the possibility of working together to promote not just an extraordinary work of art but also a message of peace and unity. Please feel free to contact me at [Your Contact Information] to discuss this further.

Warm regards,

[Your Name] [Your Position] [Your Contact Information]

Please ensure to personalize the letter with specific details about the gallery and the director to make it more engaging and relevant.

Letter to Members of the World Upshift

Movement [Your Name]

[Your Position]

[Your Contact Information]

[Date]

Dear Members of the World Upshift Movement,

I hope this message finds you in great spirits and health. I am [Your Name], [Your Position/Relation to the project], reaching out on behalf of both the World Upshift Movement and the Love Peace Harmony Foundation.

It is with immense honor and excitement that I present to you a unique opportunity to own a piece of spiritual and artistic heritage - the "Tien Di Ren An" Tao Calligraphy, created by the renowned Dr. and Master Zhi Gang Sha. This calligraphy, translating to "Heaven Earth, Human Being Peace," embodies our shared vision of a harmonious and uplifted world.

Dr. Sha, a global figure in spiritual healing and teaching, has dedicated his life to bridging the worlds of soul, energy, and matter (Shen Qi Jing) through his works. The "Tien Di Ren An" Tao Calligraphy is not only a testament to his artistic prowess but also a conduit of profound spiritual frequencies of peace and unity.

This is an exclusive offer to our esteemed World Upshift Movement members and our collaborating organizations. The sale of this calligraphy serves a dual purpose:

1. **Spiritual Enlightenment:** The calligraphy is a tool for meditation, offering a unique experience of spiritual connection and inner peace.
2. **Supporting Noble Causes:** Proceeds from its sale, after covering costs, will be equitably distributed between the World Upshift Movement and the Love Peace Harmony Foundation, thereby fueling our collective missions.

We are offering high-quality prints of this Tao Calligraphy for CAD 3000, available through [Link or Purchase Method]. Each piece is a symbol of our commitment to fostering a world that thrives on love, peace, and harmony.

Your support in acquiring this calligraphy not only enriches your personal or organizational collection but also contributes significantly to our shared goals of global transformation. This is an opportunity to own something that transcends mere artistry, embodying a message and a mission that resonate with our core values.

We invite you to be part of this unique venture, uniting art with the spirit for a cause that touches lives globally. For more information or to express your interest in acquiring a piece of this limited edition calligraphy, please feel free to contact me at [Your Contact Information].

Thank you for your continued support and dedication to our collective vision. Together, we can make a substantial difference in the world, one art piece at a time.

Warm regards,

[Your Name] [Your Position] [Your Contact Information]

This letter aims to resonate with the values and goals of the World Upshift Movement members, emphasizing both the spiritual significance of the calligraphy and its role in supporting altruistic causes.

3 Instagram Posts to promote the calligraphy

Post 1: Introduction to the Calligraphy

Text: " Unveiling the 'Tien Di Ren An' A masterpiece of peace and unity by Dr. and Master Zhi Gang Sha. This Tao Calligraphy translates to 'Heaven Earth, Human Being Peace,' symbolizing our interconnectedness with the universe. #TaoCalligraphy #PeaceArt #SpiritualHealing"

Graphic Suggestion: A high-resolution image of the "Tien Di Ren An" Tao Calligraphy. Consider a close-up showing the intricate details of the strokes, with a serene, cosmic background to emphasize the concept of universal unity.

Post 2: The Purpose and Impact

Text: "Transform your space with art that heals! 'Tien Di Ren An' is not just a calligraphy; it's a portal to tranquility and harmony. Each purchase supports the noble causes of the World Upshift Movement and Love Peace Harmony Foundation. #ArtWithPurpose #HealingThroughArt #Unity"

Graphic Suggestion: A stylish photo of the calligraphy displayed in a tranquil, well-lit interior, showing how it can enhance a space. Include subtle elements like a peaceful Zen garden or meditation cushions in the background.

Post 3: Call to Action

Text: "Be a part of a global movement! Own a piece of 'Heaven Earth, Human Being Peace.' Limited edition prints available now. Your purchase contributes to the World Upshift Movement & Love Peace Harmony Foundation. #MakeADifference #TaoCalligraphy #SpiritualArt"

Graphic Suggestion: Create an eye-catching graphic that combines the calligraphy

with images representing the World Upshift Movement and Love Peace Harmony Foundation. Use arrows or subtle lines connecting the calligraphy with these organizations, symbolizing the flow of support.

Tips for All Posts:

- Use high-quality visuals and consistent aesthetics to reflect the spiritual and artistic value of the calligraphy.
- Include relevant hashtags for wider reach (#TaoArt, #SpiritualAwakening, #ArtForGood, etc.).
- Consider tagging Dr. and Master Zhi Gang Sha's official Instagram page (if available), as well as the World Upshift Movement and Love Peace Harmony Foundation accounts.
- Engage with your audience by inviting them to share their thoughts on the art and its message in the comments.

These posts are designed to capture attention, inform the audience, and encourage engagement and action.

3 promotional emails designed to engage, inform, and inspire action

Email 1: Introduction to the Calligraphy

Subject: Unveil the Essence of Peace with Tao Calligraphy

Body:

Dear [Recipient's Name],

In a world yearning for harmony, we are thrilled to introduce a beacon of peace and unity – the "Tien Di Ren An" Tao Calligraphy, crafted by the esteemed Dr. and Master Zhi Gang Sha.

This exquisite art piece, translating to 'Heaven Earth, Human Being Peace,' is a testament to our interconnected existence and the universal quest for tranquility. It embodies the principles that both the World Upshift Movement and Love Peace Harmony Foundation uphold: global unity, spiritual awakening, and the transformational power of love.

We invite you to embrace this unique opportunity to not only own a piece of spiritual art

but also contribute to a noble cause. Proceeds from this limited-edition calligraphy will support the initiatives of both the World Upshift Movement and Love Peace Harmony Foundation.

Stay tuned for more details on this exceptional offering.

With peace and harmony,

[Your Name]

Email 2: The Impact of Your Purchase

Subject: Your Contribution to Global Harmony Through Art

Body:

Dear [Recipient's Name],

Imagine a world where art transcends beauty and becomes a catalyst for change. The "Tien Di Ren An" Tao Calligraphy is more than an art piece; it is a commitment to global harmony.

Your acquisition of this calligraphy is a stride towards supporting the World Upshift Movement's efforts in fostering global consciousness and Ervin Lazlo's vision of a harmonious world. Simultaneously, you aid the Love Peace Harmony Foundation in spreading love and peace worldwide.

By welcoming this calligraphy into your life, you become an integral part of a larger movement towards planetary transformation.

Embrace this opportunity to make a difference.

Warm regards,

[Your Name]

Email 3: Final Call to Action

Subject: Last Chance to Own a Masterpiece of Peace

Body:

Dear [Recipient's Name],

As the campaign draws to a close, this is your final opportunity to own the "Tien Di Ren An" Tao Calligraphy. This isn't just an art acquisition; it's a step towards global unity and peace.

In the words of Dr. and Master Zhi Gang Sha, "Every stroke carries the frequency of love and peace, impacting the soul profoundly." Similarly, Ervin Lazlo emphasizes the importance of collective consciousness in achieving global harmony.

By securing this calligraphy, you become a part of this transformative journey. Don't miss out on this chance to contribute to a cause that resonates with the soul of the universe.

Act now and be a part of this extraordinary mission.

In unity and peace,

[Your Name]

Note: Each email should have a visually appealing layout, incorporating images of the calligraphy and logos of both organizations. Links to purchase the calligraphy and to learn more about the organizations should be prominently displayed. Personalization and segmentation of the email list can enhance engagement and conversion rates.

Social Media Strategy

1. Audience Research and Targeting

- **Identify Your Audience:** Focus on individuals interested in spirituality, art collectors, followers of Dr. and Master Zhi Gang Sha, Ervin Lazlo, members of the World Upshift Movement, and the Love Peace Harmony Foundation.
- **Use Facebook and Instagram Insights:** Analyze existing data to understand demographics, interests, and behaviors.
- **Create Custom Audiences:** Use email lists and website visitor data for retargeting.
- **Lookalike Audiences:** Develop lookalike audiences based on your current followers or email lists to reach similar users.

2. Content Strategy

- **Educational and Inspirational Posts:** Share content that explains the significance of Tao Calligraphy, its spiritual importance, and the story behind "Tien Di Ren An."

- **Testimonials and Stories:** Share experiences of individuals impacted by Dr. Sha's work or the World Upshift Movement.
- **Live Sessions:** Host live Q&A sessions with experts, discussing the calligraphy, its impact, and its relevance to modern spirituality and global harmony.
- **User-Generated Content:** Encourage followers to share their experiences with Tao Calligraphy or their journey with spirituality.

3. Advertising Campaigns

- **Set Clear Objectives:** Focus on awareness for broader reach and then conversion for sales.
- **Ad Creatives:** Use high-quality images and videos of the calligraphy, incorporating quotes from Dr. Sha and Ervin Lazlo.
- **A/B Testing:** Regularly test different ad formats, copies, and visuals to see what resonates best with your audience.
- **Retargeting Ads:** Target users who have interacted with your content but haven't made a purchase.

4. Collaborations and Partnerships

- **Influencer Marketing:** Collaborate with influencers in the spiritual and art spaces.
- **Partnerships:** Partner with relevant online communities, spiritual blogs, and art forums.

5. Community Engagement

- **Interactive Posts:** Create polls, quizzes, and engaging content to foster community interaction.
- **Responding to Comments and Messages:** Actively engage with your audience to build relationships.
- **Hashtags:** Use relevant hashtags to increase the visibility of your

posts. 6. Analytics and Optimization

- **Track Performance:** Use Facebook and Instagram analytics to monitor the performance of your posts and ads.
- **Adjust Strategy:** Continuously refine your strategy based on performance

data. 7. Special Promotions

- **Limited-Time Offers:** Create urgency with limited-time offers or exclusive discounts for early purchases.
- **Giveaways and Contests:** Run contests where participants can win small reproductions or related merchandise.

8. Cross-Promotion

- **Cross-Platform Sharing:** Share content across both Facebook and Instagram to maximize reach.
- **Email Marketing Integration:** Use social media to complement your email marketing efforts, directing users to your social platforms.

Execution Timeline

- **Phase 1 (Weeks 1-2):** Audience research, initial content creation, and start of educational campaign.
- **Phase 2 (Weeks 3-4):** Launch advertising campaigns, initiate influencer outreach.
- **Phase 3 (Weeks 5-6):** Intensify advertising with optimized ads, host live sessions, and start community engagement activities.
- **Phase 4 (Weeks 7-8):** Analyze data, adjust strategies, and launch special promotions.

By executing this plan, you can effectively reach and engage potential customers, driving interest and sales for the "Tien Di Ren An" Tao Calligraphy. Remember, consistency and adaptability are key to successful social media marketing.

Potential Audiences

1. **Spiritual Enthusiasts:** People interested in spirituality, meditation, and mindfulness.
2. **Art Collectors:** Individuals known to collect and invest in unique art pieces.
3. **Followers of Dr. Zhi Gang Sha:** Those who follow or show interest in Dr. Sha's teachings and works.
4. **Ervin Lazlo Followers:** Individuals interested in Ervin Lazlo and his contributions to spirituality and science.
5. **Taoism Interests:** People showing interest in Taoism and related

philosophical teachings.

6. **Holistic Wellness Advocates:** Individuals interested in holistic health and wellness practices.
7. **Yoga and Meditation Practitioners:** Regular practitioners of yoga and meditation.
8. **Alternative Medicine Followers:** Those interested in alternative, non-Western medicine.
9. **Mind-Body Spirit Festival Attendees:** People who attend spiritual and wellness festivals.
10. **Eastern Philosophy Students:** Individuals who study or show interest in Eastern philosophies.
11. **Cultural Art Enthusiasts:** People who appreciate art from different cultures, especially Chinese culture.
12. **Non-Profit Supporters:** Individuals who actively support non-profit organizations, particularly in the cultural or spiritual sectors.
13. **Mindfulness App Users:** Users of mindfulness and meditation apps.
14. **Self-Help Book Readers:** Frequent readers of self-help and spiritual growth books.
15. **Energy Healing Clients:** People who have shown interest in or have undergone energy healing practices.
16. **World Upshift Movement Members:** Direct members and followers of the World Upshift Movement.
17. **Love Peace Harmony Foundation Supporters:** Supporters and donors of the Love Peace Harmony Foundation.
18. **Spiritual Podcast Listeners:** Listeners of podcasts on spirituality and personal growth.
19. **Qi Gong and Tai Chi Practitioners:** Practitioners of Qi Gong, Tai Chi, and similar disciplines.
20. **Online Spiritual Course Participants:** Individuals enrolled in online courses or webinars related to spirituality and personal development.

Corresponding Lookalike Audiences

1. Lookalike of spiritual enthusiasts based on social media engagement.
2. Art collectors identified through art-related events and purchases.
3. Lookalike of Dr. Sha's followers from his social media pages.
4. Audience similar to Ervin Lazlo's followers on digital platforms.
5. Individuals with similar browsing patterns to Taoism content consumers.
6. Lookalike of holistic wellness advocates based on online behavior.
7. Yoga and meditation app user lookalikes.
8. Similar audience to those engaging with alternative medicine content online.
9. People who resemble attendees of spiritual and wellness festivals.
10. Lookalike audience of Eastern philosophy content consumers.
11. Cultural art enthusiasts identified through museum and gallery visits.
12. Similar audience to non-profit supporters, particularly in cultural sectors.
13. Users with profiles similar to mindfulness app user demographics.
14. Lookalike of self-help book readers based on reading habits.
15. Audience resembling those interested in energy healing.
16. Lookalikes of World Upshift Movement's existing members.
17. Similar audience to existing supporters of the Love Peace Harmony Foundation.
18. Profiles resembling spiritual podcast listener demographics.
19. Audience similar to those practicing Qi Gong and Tai Chi.
20. Lookalike of individuals enrolled in spiritual online courses.

By targeting these audiences and creating lookalike audiences, you can effectively reach individuals likely to be interested in the "Tien Di Ren An" Tao Calligraphy. Remember to continually refine and adapt your audience targeting based on campaign performance and feedback.