

Campaign Purpose

What is the actual purpose of your campaign? Are you trying to generate leads, build awareness, strengthen brand affinity, retain customers, or make sales?

Campaign Goals

What are your business goals for this campaign? Are you focused on building brand awareness? Increasing direct sales? Generating referrals?

Campaign Measurements

How are you going to measure your campaign goals? How will you measure your progress?

Target Audience

Who are you creating your campaign for? Which target audience do you want to reach?

Key Messages To Audience

What key marketing messages will you be communicating to your target audience? What is the story you want to tell?

Resources - Team

Who needs to be involved to ensure each part of the campaign is executed properly and delivered?

Resources - Timeline

When is each asset due? Are the deliverables going to be rolled out simultaneously, or staggered?

Resource - Budget

What is your budget for the campaign and how is it being allocated?

Resource - Content

What types of content will you be using to promote your campaign? (E.g. quotes, videos, testimonials etc.)

Desired Response

*Which key performance indicators (KPIs) will you use to measure success?
When do you expect to see the results of the campaign?*

Campaign Measurement

*Once the campaign has gone live, how will you track performance, and
know you've been successful?*