

MARKETING CAMPAIGN PLAN

CAMPAIGN OVERVIEW

Campaign name	
Owner	
Start date	
End date	
Objective	
Audience	
Budget	
Offer	

STRATEGY

Core message	
Customer problem	
Value proposition	
Call to action	

CHANNELS

Channel / Content / Owner / Date	
Channel / Content / Owner / Date	
Channel / Content / Owner / Date	
Channel / Content / Owner / Date	
Channel / Content / Owner / Date	

MEASUREMENT

Metric	
Target	
Actual	
Notes	