



MARKETING CAMPAIGN PLAN

BRIEF REPORT INCLUDED

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IN A WORLD OF TECHNOLOGY, PEOPLE MAKE THE DIFFERENCE

02

CAMPAIGN GOALS

Name • Audience • Channels

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CAMPAIGN OUTLINE

Description • Timeline

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Phases • Total Budget

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CAMPAIGN REPORT

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ATTACHMENTS

CAMPAIGN NAME: _____

CAMPAIGN GOALS

TARGET AUDIENCE PERSONAS

PRIMARY: _____

OTHER: _____

CHANNELS

WEB

TWITTER

FACEBOOK

YOUTUBE

INSTAGRAM

E-MAIL

LINKEDIN

OTHER

CAMPAIGN OUTLINE

SHORT DESCRIPTION:

CAMPAIGN TIMELINE

TASK	START DATE	END DATE
PHASE 01 RESEARCH AND ASSESSMENT		
PHASE 02 PREPARE ELEMENTS		
PHASE 03 CAMPAIGN IS LIVE		
PHASE 04 DATA ANALYSIS		

CAMPAIGN BUDGET ASSESSMENT

PHASE

ESTIMATED BUDGET

PHASE 01

RESEARCH AND ASSESSMENT

PHASE 02

PREPARE ELEMENTS

PHASE 03

CAMPAIGN IS LIVE

PHASE 04

DATA ANALYSIS

GRAND TOTAL

CAMPAIGN RESOURCES

CONTENT TYPE

TEXT

LIVE VIDEO

PHOTOS

USER-GENERATED

VIDEOS

WEBSITE CONTENT

ANIMATION / GIF

OTHER MEDIA

NOTES:

RESOURCES NEEDED:

1. _____

4. _____

2. _____

5. _____

3. _____

6. _____

CAMPAIGN PERFORMANCE

KEY PERFORMANCE METRICS

REACH

LEADS GENERATED

ENGAGEMENT

PRODUCT PURCHASES

FOLLOWERS

CONTACT

WEBSITE VISITS

OTHER

TRACKING AND MEASUREMENT STRATEGY

TOOLS

1. _____

4. _____

2. _____

5. _____

3. _____

SUCCESS REPORT

GOAL ACHIEVED YES NO

KEY LEARNINGS

WHAT WORKED

WHAT NEEDS IMPROVEMENT

ARE YOU BUILDING A BRAND?

Grab all the tools you need.

THE DIGITAL BRAND BLUEPRINT



TOOLS AND RESOURCES

Download free resources that will help you build an amazing brand, attract the right audience, create great content and form a content strategy.

[EXPLORE](#)

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