

Blank Digital Campaign Content Organizer

Campaign Name

Enter campaign name

Owner

Who is responsible?

Start Date

End Date

Objectives

List your campaign goals...

Target Audience

Describe your target audience...

Digital Channels

e.g. Facebook, Instagram, Email

Core Messages / Content Concepts

Summarize main messages, value props...

Content Calendar

Publish Date	Content Title/Type	Channel	Responsible	Status	Notes
<input type="text"/>	<input type="text"/> e.g. Blog post, A	<input type="text"/> e.g. Facebook	<input type="text"/> Name	<input type="button" value="Select"/>	<input type="text"/> Notes
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="button" value="Select"/>	<input type="text"/>

KPIs / Tracking

List main metrics & how you'll track them...

Additional Notes

