

# B2B Marketing Plan Template for Campaigns

## 1. Campaign Overview

Campaign Name:

Enter campaign name

Campaign Owner:

Enter campaign owner

Campaign Duration (Start - End Dates):

Enter campaign dates

Summary/Description:

Brief description of campaign objectives and approach

## 2. Target Audience

Industry/Segment:

Enter target industry or segment

Buyer Persona(s):

Describe key personas

Geography:

List geographic regions targeted

## 3. Objectives & KPIs

- Objective 1:

Describe objective

- Objective 2:

Describe objective

Key Performance Indicator	Target Value	Measurement Method
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KPI e.g. Leads Generated	Target value	How measured
KPI	Target value	How measured

## 4. Messaging & Value Proposition

Core Message:

Craft core campaign message

Supporting Points:

Add supporting value points

## 5. Channels & Tactics

Channel	Tactic	Owner	Timeline
e.g. Email, LinkedIn	Outline specific tactic	Who is responsible	Timeline
Channel	Tactic	Owner	Timeline

## 6. Budget

Activity	Estimated Cost
Activity	Estimated cost
Activity	Estimated cost

## 7. Timeline & Milestones

Milestone	Date	Owner

Milestone	Date	Owner
Milestone	Date	Owner

## 8. Measurement & Reporting

### Reporting Frequency:

e.g. Weekly, Monthly

### Reporting Process:

Outline process for campaign performance reporting

### Review Date(s):

Specify planned review dates