

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
---------------------------	--------------	--------------------

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
-----------	------	-------

<div>Milestone</div>	<div>Date</div>	<div>Owner</div>
<div>Milestone</div>	<div>Date</div>	<div>Owner</div>

8. Measurement & Reporting

Reporting Frequency:

e.g. Weekly, Monthly

Reporting Process:

Outline process for campaign performance reporting

Review Date(s):

Specify planned review dates