

Digital Marketing Plan Template

1. Campaign Overview

Campaign Name

Enter campaign name

Period / Dates

e.g., June 1, 2024 – July 31, 2024

Team Members

Enter names or roles

2. Objectives

Define primary goals for this campaign (e.g., increase brand awareness, drive website traffic, generate leads)

3. Target Audience

Describe your target audience (e.g., demographics, interests, location)

4. Key Messages

List the main messages or value propositions you want to communicate

5. Channels & Tactics

- e.g., Social Media - Instagram

- e.g., Email Marketing

- e.g., Paid Ads - Google

6. Content Plan

Outline types of content, themes, or formats to be used (e.g., blog posts, videos, infographics)

7. Budget

Estimated total budget and allocation per channel or tactic

8. KPIs & Metrics

Identify key performance indicators (e.g., clicks, conversions, engagement rate, ROI)

9. Timeline

Break down phases and deadlines for deliverables

10. Notes

Add any additional information or remarks