

Social Media Marketing Plan Template

Campaign Overview

Campaign Name

Enter campaign name

Start & End Dates

e.g., Jan 1, 2024 – Mar 31, 2024

Summary / Description

Briefly describe the campaign objectives and context

Goals & KPIs

Goal	Key Performance Indicator	Target
e.g., Increase brand awareness	e.g., Impressions	e.g., +15%

Target Audience

Describe the target demographic, interests, geography, etc.

Channels & Tactics

Social Platform	Content Type	Tactics / Notes
e.g., Instagram	e.g., Reels, Stories	

Content Calendar (Sample)

Date	Platform	Post Type	Topic/Description	Status
e.g. Jan 5	e.g. Facebook	e.g. Image	e.g. New product launch	e.g. Scheduled

Budget (Optional)

Item	Amount	Notes
e.g., Paid Ads	\$0	

Measurement & Reporting

Describe how performance will be tracked and reported (frequency, tools, etc.)

Notes

Add any additional notes or information for the campaign