

Marketing Campaign Planning Sheet

Basic Information

Campaign Name

Campaign Owner

Team Members

Date Range

Start Date - End Date

Objectives & Goals

What does this campaign aim to achieve?

Target Audience

Describe target audience

Key Message

What is the main message?

Channels

List marketing channels (e.g., Email, Social Media, Ads)

Budget

Enter budget amount

KPIs / Success Metrics

List key performance indicators

Timeline / Milestones

Outline major milestones & deadlines

Notes

Additional notes, considerations, or next steps