

Digital Campaign Strategy

Overview

Campaign Name

Enter campaign name

Start Date

End Date

Campaign Summary

Brief description of the campaign

Goals & KPIs

Primary Objective

e.g., Brand Awareness, Lead Generation

Key Performance Indicators

e.g., Clicks, Impressions, Conversions

Target Audience

Describe Audience

Demographics, interests, location, etc.

Channels & Tactics

Digital Channels

e.g., Social, Email, Search, Display

Core Tactics

e.g., Paid Ads, Content Marketing

Budget

Total Budget

e.g., \$5,000

Allocation Breakdown

e.g., 50% Social, 30% Search, 20% Email

Timeline & Milestones

Key Dates & Deliverables

List important campaign dates and milestones

Measurement & Reporting

Reporting Method

e.g., Weekly Dashboard, Final Report

Success Metrics

How will you measure campaign success?