

Blank Integrated Marketing Campaign Plan

1. Executive Summary

Overview of the campaign objectives and expected outcomes:

2. Situation Analysis

Market Overview:

SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats):

Competitor Analysis:

3. Target Audience

Describe the target audience(s):

4. Objectives

List specific and measurable objectives:

5. Key Messages

Outline the core messages for the campaign:

6. Strategies & Tactics

Strategies:

Tactics (channels, content, activities):

7. Channels

Integrated marketing channels (list all to be used):

8. Timeline

Key milestones and campaign calendar:

9. Budget

Estimated budget breakdown:

10. Metrics & Measurement

KPIs and how success will be measured: