Blank Multi-Channel Campaign Strategy Template

Campaign Overview

Campaign Name

Start Date

End Date

Objectives & KPIs

Objective	Key Performance Indicator(s)

Target Audience

Segment	Description	Channels

Channel Strategy

Channel	Goal	Core Message	Owner	Schedule
Email				
Social Media				
Paid Ads				
Website				

Content Plan

Content Piece	Format	Channel	Deadline	Status

Measurement & Reporting

Metric	Channel	Reporting Frequency	Owner

Notes