

Social Media Marketing Campaign Planner

Campaign Name

Enter campaign name

Campaign Objective

E.g. Brand Awareness, Lead Generation

Start Date

End Date

Campaign Description

Describe the campaign, key messages, themes, and ideas

Target Audience

Demographics, interests, platforms...

Budget

E.g. \$1,000

Channels & Content Plan

Platform	Content Type	Post Date	Caption/Copy	Asset Link
E.g. Instagram	E.g. Image, Reel		Write caption	Paste link

KPIs & Metrics

Metric	Goal	How to Measure
E.g. Impressions	E.g. 10,000	E.g. Platform Insights

Notes

Additional notes, responsibilities, deadlines, feedback...