

# Comprehensive Campaign Strategy Framework

## 1. Campaign Overview

Campaign Name

Enter campaign name

Objective & Summary

Describe the purpose and objectives of the campaign

Timeline

Start Date - End Date

## 2. Target Audience

Audience Description

Define the primary and secondary target audiences

Key Insights

Relevant audience behaviors, needs, or pain points

## 3. Key Messaging & Value Proposition

Core Message

What is the main message to communicate?

Supporting Messages / Value Proposition

List supporting points or value propositions

## 4. Channels & Tactics

Selected Channels

e.g. Email, Social Media, Digital Ads, Events, etc.

## Tactical Plan

Outline activities, content types, or ad formats for each channel

## 5. Creative & Content Plan

### Creative Approach

Describe tone, style, and visual elements

### Key Content Pieces

List major assets to be created (videos, banners, articles, etc.)

## 6. Budget & Resources

### Budget

Total campaign budget

### Internal/External Resources

Teams, agencies, tools involved

## 7. KPIs & Measurement

### Success Metrics (KPIs)

List the main metrics for success

### Tracking & Reporting

How will data be collected and reported?

## 8. Risks & Mitigation

### Potential Risks

Describe potential risks or challenges

### Mitigation Strategies

How will you address these risks?

## 9. Additional Notes

Add any other relevant considerations