

One-Page Blank Marketing Plan

Campaign Overview

Campaign Name

Enter campaign name

Objective / Goal

State primary campaign objective

Summary

Brief campaign description

Target Audience

Describe Target Customer(s)

Demographics, interests, etc.

Key Messages

Main Messaging Points

Top 2-3 messages

Marketing Channels

Planned Channels

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

Timeline & Milestones

Key Dates

Launch, checkpoints, end date

Budget

Estimated Budget

Budget amount or range

Metrics & KPIs

How Will Success Be Measured?

e.g., Impressions, Leads, Sales