

Marketing Campaign Plan Outline

1. Campaign Overview

Briefly describe the campaign purpose and what you aim to achieve.

2. Goals & Objectives

- Define primary goal(s)
- List specific, measurable objectives

3. Target Audience

- Describe target market segments
- Include key demographics and personas

4. Key Messages

- Main message(s) to communicate
- Supporting points

5. Channels & Tactics

- List marketing channels (e.g., social media, email, ads)
- Describe main tactics to use

6. Timeline

- Campaign start & end dates
- Key milestones and deliverables

7. Budget

- Estimated costs by category
- Resource allocation

8. Metrics & Measurement

- How success will be measured
- Key performance indicators (KPIs)

9. Roles & Responsibilities

- Assign roles to team members
- Responsibilities and ownership