

MARKETING CAMPAIGN TEMPLATE

Copy and paste the entire document, and fill in each section according to the marketing campaign you are planning. Feel free to erase the provided instructions as you progress.

Marketing campaign name: _____

Dates: _____

1. Objectives

1.1 Marketing Objectives

Define what the campaign must accomplish. Objectives must be specific, measurable, and time-bound, tied to business goals.

Examples:

- *“Add 200 new subscribers in 30 days.”*
- *“Sell 50 workshop seats before launch day.”*
- *“Increase community-wide awareness for a new program, measured by increasing page views on program page by 15%”*

Purpose: *Creates alignment and establishes measurable success criteria.*

2. Research

2.1 Target Audience Definition

Describe who the campaign is for, including demographics, motivations, pain points, and preferred platforms.

Purpose: *Ensures content and messages resonate and budget is used efficiently.*

2.2 Evaluation of Past Campaigns

Review previous marketing efforts or similar campaigns. Look at what worked, what underperformed, and why.

Purpose: *Avoids repeating mistakes and identifies proven tactics.*

3. Plan

3.1 Strategy

Core Marketing Messages

This combines:

- **Positioning** (how the offer fits into the market)
- **Core offer** (what you're selling)
- **Value proposition** (why it matters / unique benefits)
- **Key messages** (the memorable statements communicated across channels)

Purpose: *Create a unified, consistent message that flows through the entire campaign.*

Marketing Channels & Funnel Pathway

Combine channel selection with how users progress through the sales funnel.

Includes:

- **Awareness Channels** (social, SEO, ads, community groups)
- **Engagement Channels** (blog posts, landing pages, videos)
- **Conversion Channels** (email sequences, booking/sign-up pages)
- **Retention Channels** (newsletters, follow-ups)

Purpose: *Ensures a coherent "journey" where every channel supports a clear movement from discovery → action.*

Social Media Strategy

Define platforms, posting frequency, content types (educational, promotional, community), and engagement plans.

Purpose: *Drive awareness and build consistent visibility.*

Content Production

What assets you will create for the campaign.

For example, video, images, blog posts, podcast episodes, etc.

Purpose: *Provides material to attract and nurture the audience.*

Email Marketing

Sequences, newsletters, reminders, and segmentation.

Purpose: *Convert interest into tangible action (sign-ups, downloads).*

SEO Strategy

Target keywords, on-page updates, internal linking, and content structure.

Purpose: *Long-term discoverability and organic traffic growth.*

Paid Ads Strategy

Ad platforms, targeting options, creative variations, and budget allocation.

Purpose: *Accelerate reach and conversions beyond organic growth.*

3.2 Campaign Specifics

Budget

Total spend and allocation across channels or content production.

Purpose: Controls costs and aligns expectations.

Timeline

Start/end dates, asset deadlines, publishing schedule, and review cycles.

Purpose: Keeps execution on track and avoids last-minute chaos.

Content Calendar

Schedule of all posts, emails, videos, and ads.

Purpose: Ensures consistent, coordinated publishing.

3.3 Measurement & Evaluation

KPIs + Reporting Framework

Define:

- **KPIs** (e.g., sign-ups, CTR, conversion rate, cost per lead, watch time)
- **Tracking tools** (GA4, Meta Ads Manager, email analytics)
- **Reporting cadence** (daily/weekly)
- **Evaluation plan** (which metrics matter at which funnel stage)

Purpose: Establishes how performance is measured and decisions are made.

4. Feedback

Review results:

- *What worked*
- *What underperformed*
- *Insights about audience behaviour*

Purpose: Closes the loop and helps lead to improved iterations and/or future campaigns.