A SIMPLE CAMPAIGN PLAN ON A PAGE

CAMPAIGN NAME			
Purpose of campaign			
High- level Goals	Relationship: Reputation: Revenue:		
Metrics of Success			
Target Audience	Pain points or Challenges:		
Customer Journey	Awareness:	Consideration:	Decision:
Resources Required	Who are your subject matter experts? Do you need to use an agency		What insights/research do we have
Distribution Channels	Paid:	Earned:	
	Owned:	Social:	
Timings & Budget	Launch date: Campaign period : Budget (finite/allowable cost per lead/allowable cost per sale/other):		