

Campaign Name and Type

Planned Launch Date:

Primary Purpose or Objective

What is the main outcome you intend to achieve? Tie it back to the relevant marketing objective.

Intended Results

List any other desired outcomes of the campaign.

1	
2	
3	
4	
5	
6	
7	
8	
9	
10	

Specific Tactics

What are the specific marketing activities – *tactics* - for the campaign? How will you execute each tactic?

	Specific Tactics	How will you execute each tactic?
1		
2		
3		
4		
5		

Required Materials/Components

What materials will you require to execute the campaign? (i.e. printed materials, email designs, copywriting or design work.)

Required Materials	Estimated Cost

Key Messaging

What are the key points you want to communicate in this campaign?

1	
2	
3	
4	
5	

What is the desired buyer response? How do you want the buyer to feel when he/she sees this campaign?

Offer/Call to Action

What do you want the prospect to do after seeing your campaign?

Follow Up

How will you follow up on prospects who do take action?

How and/or will you follow up on prospects who do not respond to the campaign? Yes No

If Yes, then how?

Timing

What is the chronology and timing of the required action steps and dates for completion?

Task	Due Date	Actual Completion Date	Response Results (post campaign)

Campaign Budget

Look at costs for the determined tactics. Set your budget, and remember to calculate it to the appropriate percentage of your overall marketing budget.

Your Budget for this Campaign:

Percentage of Overall Marketing Budget: %

Measures of Success

	Target	Actual (Record Post Campaign)
Targeted new sales from campaign?	<input type="text"/>	<input type="text"/>
What is the planned Return on Investment? (New sales minus marketing cost /marketing cost.)	<input type="text"/>	<input type="text"/>
Targeted number of leads from the campaign?	<input type="text"/>	<input type="text"/>
Targeted number of new clients from the campaign?	<input type="text"/>	<input type="text"/>

Other Measures of Success