

[Marketing Template]

CAMPAIGN NAME

Campaign Details

Project Manager: John Smith

Primary Stakeholder(s): Jane Doe, John Doe

Team(s) Involved: Marketing, Sales, Account Management, Client Success

Objective(s)

💡 Your campaign's objective will vary depending on your immediate marketing and business needs. Examples of campaign objectives include the following:

- Promoting a **new product or service offering** to an existing customer base.
- **Testing new messaging** around an existing product or service area to a customer base.
- **Engaging with new audiences** within new market segments through the promotion of existing products or services.
- Providing data-driven **clarity around a theory of success or failure** for ongoing marketing efforts.
- **Nurturing existing customers** with loyalty programs or exclusive content.

A marketing campaign **serves as a standalone project** that aims to improve upon or revise ongoing marketing efforts. Businesses often run various concurrent marketing campaigns to build different areas of their service or product offerings, each with its own objective.

Timeline

💡 **Marketing campaigns have a specific timeframe**, which distinguishes them from ongoing business marketing efforts. Your timeline will have a start and end

date, with key milestones where completion drives the start of the next series of tasks.

For new businesses, it's helpful to run short "sprints" of marketing campaigns to quickly test messaging or audience engagement before spending too much. It's best to use a task or project management tool for monitoring the campaign timeline.

- *Project Start: xx/xx/xxxx*
- *Project End: xx/xx/xxxx*
 - *Key Milestone 1: xx/xx/xxxx*
 - *Key Milestone 2: xx/xx/xxxx*
 - *Key Milestone 3: xx/xx/xxxx*
- *Weekly or Monthly Meetings:*
 - *xx/xx/xxxx*
 - *xx/xx/xxxx*
 - *xx/xx/xxxx*

Campaign Assets & Visual Identity

💡 While all marketing materials need to follow consistent brand guidelines, campaigns that involve new product launches, message testing, or customer nurturing usually include a **unique visual identity** that distinguishes the campaign from your general marketing.

Provide examples, where possible, of assets from previous campaigns if the objective of the campaign is to improve upon a previous campaign.

Target Audience

💡 This section outlines **who you intend to target** among your existing or prospective customer base, including any segmentation criteria like geographic locations, job titles, industries, age ranges, lifestyle choices, or topics and interests.

Messaging

💡 Your messaging for a campaign should be tested using different sales copy, visual designs, formats, and call-to-action language.

Focus on your **value offer** as part of this campaign and remember the business goals you have in mind (i.e., better engagement, better quality leads, or visibility into a new market).

Marketing Channels

💡 These are the communication channels **through which your messaging and campaign visuals will be distributed**. Common examples include the following:

- Organic social media
- Paid social media (boosted posts)
- Optimized blog posts
- YouTube video promotion
- E-newsletter to existing subscriber list
- Pay-per-click Google display and text ads
- Sponsored email banner ad in partner publication
- Podcast guest speaker episode

Performance Tracking & Goals

💡 Remember that your **campaign goals should track back to overarching marketing or business goals**. Examples of campaign goals include:

- Generate 5 weekly inquiries from net new business contacts.
- Improve website traffic by 50% month-over-month.
- Transition referral traffic sources from paid channels to organic channels by 40% in Q3.

Keep in mind that all performance from a campaign should be **monitored regularly**. Campaigns with limited budgets or short timelines should be reviewed more frequently than long-running initiatives.

Examples of campaign performance tracking metrics include:

- Weekly or monthly improvements in the number of leads submitted through a campaign-built landing page.
- Changes in overall engagement with social media content that promote the campaign's visual assets.
- Statistically supported comparisons between two tested audience groups.

At the end of the campaign, you want to be able to answer the question(s) you had when entering the campaign.

Project Files / Documents

💡 This section should link to or describe where your campaign materials will live.

Keeping a **well-organized foldering system** and updated tasks in a **project management or task management tool** will save significant time and prevent you from starting over.

Automate where possible to save time on administrative tasks.

Next Steps

💡 Identify the immediate steps to get started, gather revisions, stakeholder input, and final approval.

Assign a project manager or individuals from your team with specific roles and responsibilities as they pertain to the campaign. For any tasks as they relate to the timeline, ensure there's a due date and points of contact for team members to reach out with questions should they reach a bottleneck.

💡 Let's Build Your Next Campaign 💡

Book a **free initial consultation** at growthspurtstrategies.com/contact or email info@growthspurtstrategies.com to get started.