

Marketing Campaign

1

The Goal

What do you want to achieve by marketing?

Channels

Where do you engage with the customer? Tick all that apply.

- ☐ Facebook
- ☐ Instagram
- ☐ Twitter
- ☐ Snapchat
- ☐ YouTube
- ☐ Email
- ☐ Radio
- ☐ TV
- ☐ Posters
- ☐ Digital screens
- ☐ Flyers
- ☐ Magazines

3

2

The Targeting

What are you marketing and to who?

Customer

Who are the most important customers

Need

The problem you need to solve

4

The Strategy – a channel-based plan

	1	2	3
Marketing Channel			
Targeted Goal What do you want to achieve from this channel?			
Realisation How will you reach your target?			
Cost			

5

The Schedule

What is running when?

Jan	
Feb	
Mar	
Apr	
May	
Jun	
Jul	
Aug	
Sep	
Oct	
Nov	
Dec	

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