**CAMPAIGN NAME:**

**DATE(S): TIME:**

*Use the exact name, dates, and time as you want them messaged.*

**TARGET AUDIENCE:**

*Who is your main audience?*

*What do you know about them?*

*Where do they get info?*

**KEY CALL-TO-ACTION:**

*What do you want them to do?*

*How do they do it? What’s the URL?*

**VALUE PROPOSITION:**

*Why should they do it?*

*What does success look like?*

*What does failure look like?*

**MESSAGING:**

*Who is your hero?*

*What is their problem?*

*How can you solve it?*

*What is the result?*

*Keep it simple. 1-2-3.*

**CONTENT CREATION:**

*What content do you need?*

*What formats?*

*What types of pictures?*

**CONTENT DISTRIBUTION:**

Owned content outlets:

Website

Social media

Email

Other events

Other?

Earned content outlets:

Partners to barter with?

Publicity opportunities?

Endorsements/reviews?

Ambassadors/influencers?

Other?

Paid content outlets:

Budget?

Social ads?

PPC ads?

Local radio?

Paid influencers?

Other?

**MEASURING SUCCESS:**

Which KPIs will you track?

What are your goals?