Digital Campaign Planning Template

CONTEXT | essential background to setup the campaign	
What important foundation should ground this campaign? You can create a campaign around key messages or problem statements. Two examples below:	
CORE PROBLEM WE'RE SOLVING Most campaigns start with a business or perception problem you're solving through marketing. Describe it here.	**KEY CAMPAIGN MESSAGE(S)** - Message #1 to reinforce - Message #2 to reinforce - Brand association to reinforce
RESOURCES/LINKS: • •	

GOAL | what do you need to achieve & how is it measured	
PRIMARY STRATEGIC OBJECTIVE - SMART goal that your digital media goal will ladder to	**SECONDARY STRATEGIC OBJECTIVE** - SMART goal that your digital media goal will ladder to
SOCIAL MEDIA TACTICAL GOAL #1 - What will happen by when?	**SOCIAL MEDIA TACTICAL GOAL #2** - What will happen by when?

AUDIENCE | who do we need to reach to hit our goals	
PRIMARY AUDIENCE #1 Describe who they are or link to personas	**SECONDARY AUDIENCE #2** Describe who they are or link to personas
optional audience background to ground the campaign focus	
THEIR PAIN POINT WE SOLVE	**THEIR PAIN POINT WE SOLVE**
THEIR OBJECTIONS TO US AND HOW WE OVERCOME THEM -	**THEIR OBJECTIONS TO US AND HOW WE OVERCOME THEM** -

THE STRATEGY | a statement to frame your campaign's big idea

- A GET / TO / BY statement will summarize the who, what, and how together

- **Get** [target audience] / **To** [do the desired response] / **By** [doing, showing, or saying something—your message or action]

SOCIAL MEDIA/MARKETING CHANNELS

PRIMARY CHANNELS	SECONDARY CHANNELS (OPTIONAL)
1. 2. 3.	

CHANNEL EXAMPLE - DESCRIPTION OF THE ROLE IT PLAYS
- What role will it play?
- How will it be used?

CONTENT STRATEGY | what are the types of content we will share

Content labels come in many forms (themes, series, or pillars). Select one framework. Then break down your core objectives and messages into related buckets below.

CONTENT THEMES

1. Content Theme Name	<u>Overview</u>: What is it? What's an example?
2. Content Theme Name	*Continue adding these below* ⬇

CONTENT FORMATS

1. Content Format/Type Name	**Overview**: Which is it? What's an example?
2. Content Format/Type Name	*Continue adding these below* ⬇

COMMUNITY MANAGEMENT | activities to engage & grow the audience		
CHANNEL NAME	Reactive activities to engage our audience	**Person(s) responsible:** -
	Proactive activities to grow our audience	**Person(s) responsible:** -

PAID MEDIA | campaigns to amplify reach and drive action		
CHANNEL NAME	Description of campaigns (objective, ads)	$ spend / month
	Description of campaigns (objective, ads)	$ spend / month

CAMPAIGN CALENDAR | what we're posting, where, & how often			
CALENDAR	[insert link to digital calendar or attach campaign calendar if applicable]		
CHANNEL NAME #1	Which content theme? Which content formats?	**Frequency**: X posts / week	**Timing**: Days or Time
	Additional Context: Any other platform nuance worth sharing?		
CHANNEL NAME #2	Which content theme? Which content formats?	**Frequency**: X posts / week	**Timing**: Days or Time
	Additional Context: Any other platform nuance worth sharing?		

EVALUATION | how are we measuring success*?				
What tools are we using to collect data? (e.g. web and social metrics, paid ad metrics, interviews, focus groups, surveys)				
What were the ultimate goals of the campaign? (e.g. behavior change, percentage of audience you wanted to impact, # of vaccines)				
Did we reach campaign goals? *Measuring: What changes did people make because of the communications?*	Yes	No	Other	
Did we successfully get across our key messages? *Measuring: What did our audience learn from the communications?*				
Did we achieve the purpose of the specific communication? (e.g. to educate, take action) *Measuring: How many people acted? What did they do?*				
Did we reach our desired audience? *Measuring: Who knows about the campaign? Who took action?*				
Did the audience consume information as it was intended? *Measuring: What did people learn or do based on the information?*				
Did the audience respond in a timely manner? *Measuring: How long after receiving the information did people take action?*				
Was our media mix effective? *Measuring: Did you use the right channels and messaging to meet goals?*				