

MARKETING CAMPAIGN PLANNER

CAMPAIGN GOALS

- _____
- _____
- _____

CORE MESSAGE

AUDIENCE

Segment

Unique Value Proposition

Segment	Unique Value Proposition
_____	_____
_____	_____
_____	_____
_____	_____

CHANNELS

Print

Digital

Word of Mouth

CAMPAIGN TIMELINE

Asset

Audience

Channel(s)

Start Date

End Date

Asset	Audience	Channel(s)	Start Date	End Date
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____