



Campaign Plan



Campaign Audience

Campaign Name

Time Frame

Objective	What is the overall objective? How does it link to organisational objectives?
Target Audience	Who is the audience? (Be as specific as possible)
What do you want them to know?	What do you want them to know
What do you want them to feel?	What do you want them to feel?
What do you want them to do?	What do you want them to do?
Positioning	Local Trusted Quality Value
Offer / Promo	
Messaging	What is your message?

Campaign Plan

Channels & Tactics	Budget	Audience	Timing	Resources	Measure
Facebook Paid	\$\$\$ /m	Audience	Time Frame	<ul style="list-style-type: none">• List of resources	Phone calls & web enquiries