

Campaign name		
Strategy	Instructions	Details
Objectives	What we want to achieve. Make them SMART	
Message / VP	The pain points we are solving and the messages we use	
Target audience	Customer characteristics & behaviour	
Tactics	2 weeks max.	
Blog content	Titles, quantity	
Home page banner	Design, message, link	
Case study	New customer case study	
Brochure	Brief for design, content, match an existing template	
Video	Video type and content	
Landing page	Use Unbounce template, content, images, build	
Email	Content, use existing template, build, test	
Webinar	PowerPoint presentation, recorded or live	
Implementation	6 – 8 weeks max.	
Social	What to post, channels, accounts, frequency, monitor	
Email	Email list, schedule, follow up	
Webinar	Deliver / record, share	
Advertising	Channel, investment	
Prospecting	See prospecting process	
Measure and report	2 weeks max.	
Metrics	KPIs	
Summary	Report format and recommendations	