

Campaign Planning

The essential components of any marketing campaign

Overview

Key details

Campaign
name:

Example

Owner:

Liam

Launch date:

12th March

End date:

N/A

Goal 1:
Example

Goal 2:
Example

Target Audience

/ data segment

Industries
Example

Job function:
Example

Seniority:
Example

Geography:
Example

Lead status:
Net new/nurtured leads/customers/lost opps

Key Campaign Messaging

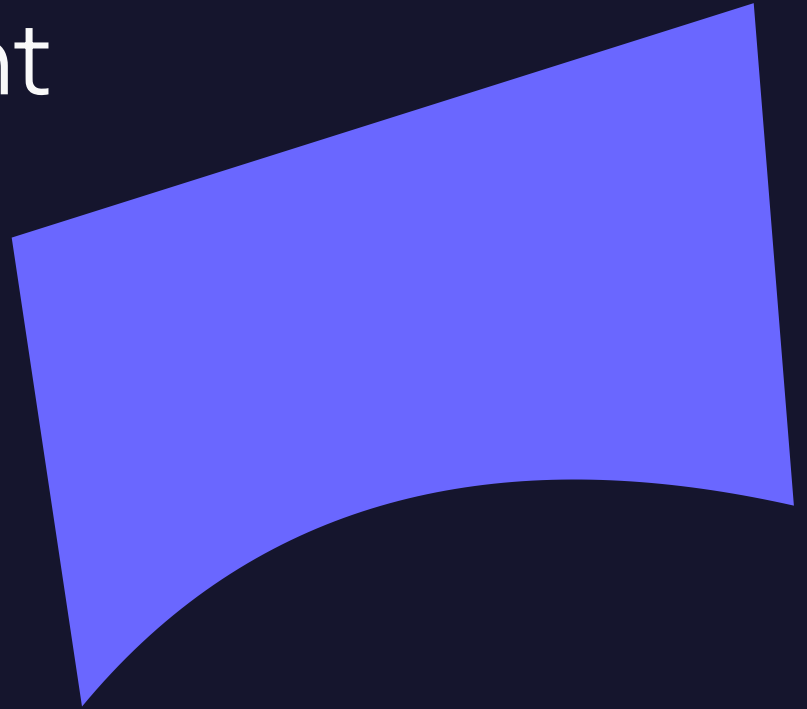
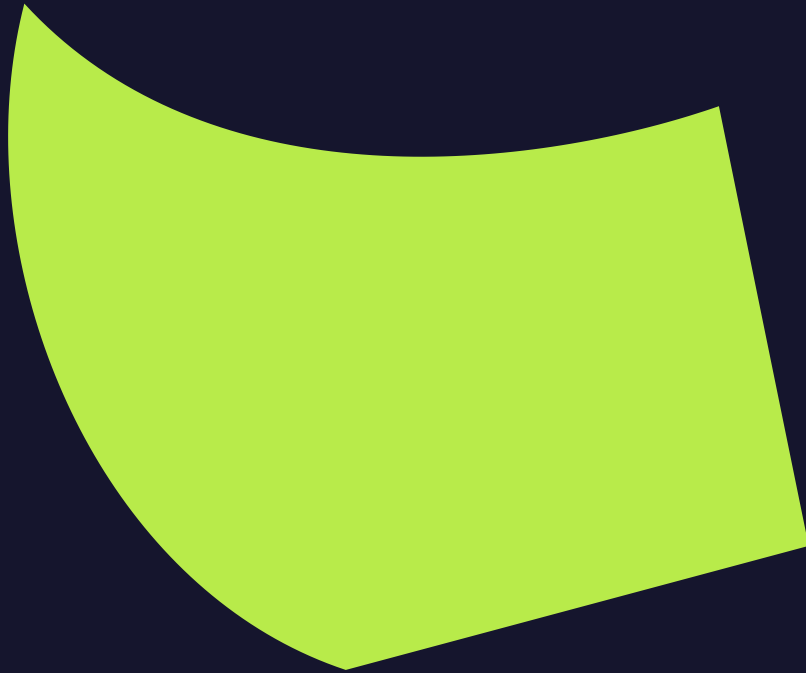
Tone, keywords,
general feel

Message 1:
Example

Message 2:
N/A

Campaign Content

Example copy



Campaign Channels

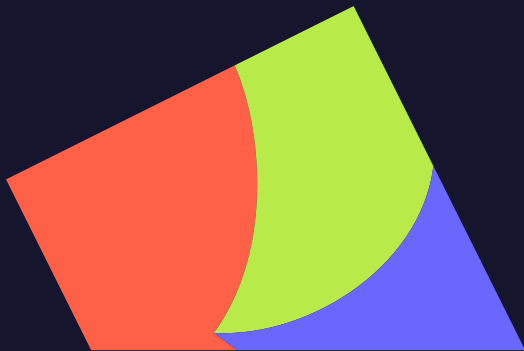
Multi-channel overview

| Channel | Y/N | Notes |
|---------------------|-----|-------|
| Email (Outbound) | Y | |
| Email (Inbound) | Y | |
| Social (Owned) | Y | |
| Social (Paid) | Y | |
| Google Ads | N | |
| Blog | Y | |
| Content Syndication | N | |
| Custom : | | |



Campaign Channels

Multi-channel overview



Campaign Channels

Multi-channel overview

| Channel | Cost | Target CPL |
|---------------------|------|------------|
| LinkedIn Paid | | |
| Content Syndication | | |
| Google Ads | | |
| Custom: | | |





 **cognism**

