Website Editing & Content Creation

Marketing Campaign Brief

Overview

Project Name: **Target Date:**

Team Members	Role
@name	
@name	
@name	
@name	
@name	

The Primary Objective

Objective	Success Metrics
Explain the objective of the team. What's the main problem or need that's being addressed? What are we trying to achieve? Example: Increase web traffic by 20% from 'x' industry.	Include a measurable outcome that will indicate when the objective has been reached.
	Add another metric
	Add another metric

Target Audience

Objective	Success Metrics
Who are we targeting? Example: Senior procurement managers in 'x' companies with 100–200 employees.	Include a measurable outcome that will indicate when the objective has been reached.
	Add another metric
	Add another metric

Unique Selling Proposition (USP)

Objective	Success Metrics
Why should they choose us? Example: We offer the most comprehensive and customisable aerospace parts management platform in the industry.	Include a measurable outcome that will indicate when the objective has been reached.
	Add another metric
	Add another metric

Key Messages

Objective	Success Metrics
What are the main points we want to communicate? Example: Streamline your parts procurement process, reduce costs /wastage by 15%, and improve operational efficiency.	Include a measurable outcome that will indicate when the objective has been reached.
	Add another metric
	Add another metric

Channels

Objective	Success Metrics
Where will we deliver our message? Example: LinkedIn Ads, email campaigns, and industry webinars.	Include a measurable outcome that will indicate when the objective has been reached.
	Add another metric
	Add another metric

Budget

Objective	Success Metrics
How much are we spending? Example: £10,000 allocated for LinkedIn Ads and email automation.	Include a measurable outcome that will indicate when the objective has been reached.
	Add another metric
	Add another metric

Timeline and Tasks
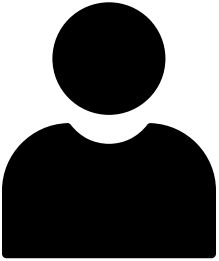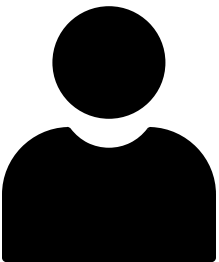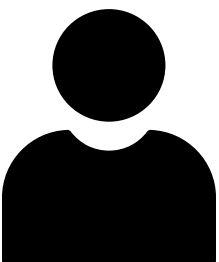
The Roadmap

	Month 1	Month 2	Month 3	Month 4
Phase 1 Provide further details here	What goes on at this stage?			
	What goes on at this stage?			
		What goes on at this stage?		
Phase 2 Provide further details here				
Phase 3 Provide further details here				

KPIs and Metrics

Objective	Success Metrics
How will we measure success?	Include a measurable outcome that will indicate when the objective has been reached.
Example: Generate 50 qualified leads, 10% increase in email open rates, 5% conversion rate.	Add another metric
	Add another metric

To-Do List

Point Person	Task	Status		Deadline
@name	Explain what needs to be done	☐ ☐ ☐	**Done** **Ongoing** **Paused**	Jan 22, 2030
@name	Make sure to include important details	☐ ☐ ☐	**Done** **Ongoing** **Paused**	Jan 22, 2030
@name	Add more rows as needed	☐ ☐ ☐	**Done** **Ongoing** **Paused**	Feb 4, 2030

Notes

- Provide links to relevant resources
- Write down questions and decisions
- Add reminders for everyone
- Enumerate miscellaneous information