

# Marketing Campaign Template

## Context

Use this space to orient people, sharing 1-3 sentences about the campaign.

## Campaign goal or hypothesis

Document a specific goal or hypothesis. The goal should be clear and measurable. Verify in advance that you have the proper instrumentation to measure the success of your marketing campaign.

## Timeline

Map out the key phases of your project. Don't forget to include action steps you'll take even after the campaign has been launched. For example, the timeline for a buyer persona-based website update might look like this:

- 1/1: Campaign kickoff meeting
- 1/3: Begin research on buyer personas
- 1/15: Present research to the team
- 1/31: Deliver first draft of new site copy
- 2/10: New site copy edits due and copy finalized
- 2/20: Source new images to reflect buyer personas
- 2/25: Select new site images
- 3/1: New site content goes live
- 4/1: Measure the impact of site changes & document a postmortem on the project
- 4/5: Decide whether to keep or revert site changes, based on site performance data

## People/teams involved

This is a particularly important area to document if you're working on a cross-functional campaign. Make note of who's involved, from engineering to finance to outside vendors or partners, if applicable.

## DRIs

- Person 1: area of responsibility
- Person 2: area of responsibility
- Etc

**Assets**

Use this space as a hub for all related assets. This might include logo files, videos, links to Google Docs, or dashboards.

**Necessary Resources**

Use this space to document the budget you'll need if applicable, as well as non-monetary resources you need, such as physical materials or support.

**Outcome/postmortem**

After the campaign has gone live, document the outcome. Did you achieve the goal or find that your hypothesis proved correct? If not, why? If so, do you suggest scaling this campaign? What would you do differently next time?