Marketing Campaign Overview

Campaign Objective

	Become an Authority	Get Established in Local Search
	Better Qualify Leads	Increase Brand Awareness
	Boost Referrals from Existing Customers & Leads	Increase Sales of a Specific Product/Service
	Build Social Media Reputation	Increase Targeted Traffic
	Encourage Existing Customers to	Nurture Existing Customers
	Purchase Related Products & Services	Nurture Existing Leads
	Expand Online Visibility	Train Customers on Using Your Products & Services
	Generate New Leads	Other:
	Get Customers to Upgrade Product & Service	
	specific about who you are targeting for this e it memorable so people remember even	
Cam	paign Theme or Slogan	
	paign Theme or Slogan to Action	

Paid Advertising □ Audio / Podcasts Social Media □ Press Release □ Video / Webinars Print Material □ Email □ Other: _____ Steps Prospects Will Take (open email, click to opt-in, watch video, click to go to sales page, etc.) Content, Tools & Resources Necessary for Each Step Above (email series, social media graphics, webinar script + recording software, etc.) **Prep, Set Up & Launch Tasks** (content & promotional material created, products set up, emails written and loaded, sales page created, etc.) Task Who Will Complete It? When Is It Due?

How You Will Be Promoting

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Other Notes About T	nis Campaign	