

A printable planner for launches, promotions & seasonal campaigns

# Marketing Campaign Planner



Plan it, build it, launch it, and measure it — one organized campaign from first idea to final review.

PLAN



BUILD



LAUNCH



MEASURE

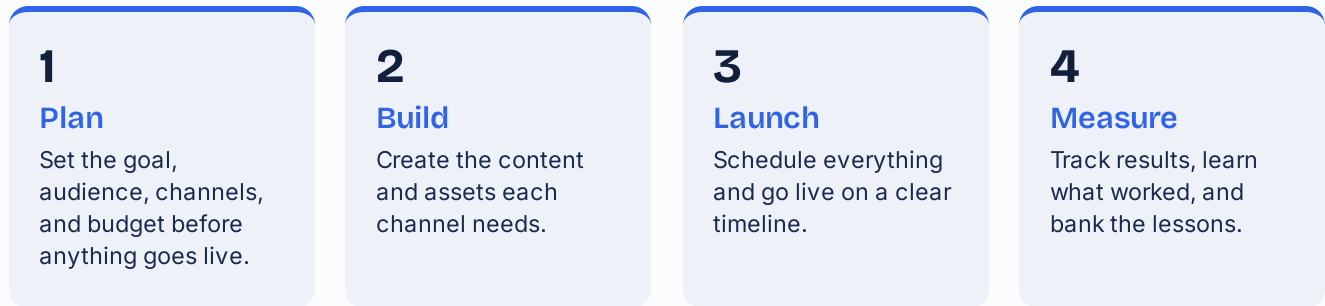
PREPARED BY

COMPANY

DATE

# The campaign lifecycle

Every successful campaign — a product launch, a flash sale, a seasonal push — moves through the same four phases. This planner walks you through each one in order, so nothing important gets skipped and you always know what to do next.



## How to use this planner

- 1 **Start with the brief.** Section 01 anchors the whole campaign.
- 2 **Work the Plan phase fully** before creating anything.
- 3 **Use the calendar** to map every piece to a date.
- 4 **Track as you go** — don't wait until the end to look.
- 5 **Always review.** The post-campaign page makes the next one better.
- 6 **Reprint any page** for each new campaign you run.

## Plain-English glossary

<b>Campaign</b>	A coordinated push toward one goal over a set time.	<b>KPI</b>	Key performance indicator — a number you track to judge success.
<b>Conversion</b>	When someone takes the action you wanted (buy, sign up).	<b>Reach</b>	How many unique people saw your campaign.
<b>CTR</b>	Click-through rate — clicks divided by views.	<b>ROAS</b>	Return on ad spend — revenue earned per dollar spent.
<b>CTA</b>	Call to action — the one thing you ask people to do.	<b>Channel</b>	A place you reach people: email, social, search, and so on.

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# What's inside

Ten tools grouped by campaign phase, in the order you'll use them. Plus a weekly check-in, a one-page snapshot, and a notes page.

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*Bonus: weekly check-in (p.14) · campaign snapshot (p.17) · notes (p.18)*

01

SECTION 01

# Campaign overview

PLAN

BUILD

LAUNCH

MEASURE

Your campaign on one page. Fill this in first — every other section points back to these answers.

**CAMPAIGN NAME****CAMPAIGN TYPE** Product launch Promotion / sale Seasonal Awareness Event Other**START DATE****END DATE****OWNER****THE OBJECTIVE IN ONE SENTENCE****WHAT WE'RE PROMOTING (THE OFFER / PRODUCT)****KEY MESSAGE – THE ONE THING PEOPLE SHOULD REMEMBER****THIS CAMPAIGN IS A SUCCESS IF...**

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02

SECTION 02

# Goal setting worksheet

PLAN

BUILD

LAUNCH

MEASURE

A goal you can measure is a goal you can hit. Name one primary goal, make it SMART, then set the target numbers you'll track.

## PRIMARY GOAL FOR THIS CAMPAIGN

### Make it SMART

S

#### Specific

Exactly what will happen?

M

#### Measurable

What number proves it?

A

#### Achievable

Is it realistic with your resources?

R

#### Relevant

Does it serve the bigger business goal?

T

#### Time-bound

By what date?

### Target numbers

PRIMARY METRIC

TARGET

STRETCH TARGET

SECONDARY GOALS



WHAT WE'LL DO IF WE'RE BEHIND

03

SECTION 03

# Audience planning

PLAN

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LAUNCH

MEASURE

Speak to everyone and you reach no one. Picture the one person this campaign is for, and write to them.

## TARGET PERSONA

WHO THEY ARE

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WHERE THEY SPEND TIME ONLINE

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THE PROBLEM OR DESIRE WE SOLVE

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WHAT MIGHT STOP THEM (OBJECTIONS)

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THE MESSAGE THAT WILL RESONATE MOST

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THE ONE ACTION WE WANT THEM TO TAKE

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AUDIENCE SEGMENTS TO TAILOR FOR (IF ANY)

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WHERE THIS AUDIENCE IS IN THE BUYING JOURNEY

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## 04

## SECTION 04

## Marketing channel selection

PLAN

BUILD

LAUNCH

MEASURE

Pick the few channels where your audience actually is — then go deep, not wide. Mark which you'll use, set a priority, and note the job each one does.

CHANNEL	USING?	PRIORITY	WHAT IT'S FOR IN THIS CAMPAIGN
Email	<input type="checkbox"/>		
Instagram	<input type="checkbox"/>		
Facebook	<input type="checkbox"/>		
TikTok	<input type="checkbox"/>		
YouTube	<input type="checkbox"/>		
Paid search	<input type="checkbox"/>		
SEO / blog	<input type="checkbox"/>		
Influencer	<input type="checkbox"/>		
Affiliates / partners	<input type="checkbox"/>		
SMS	<input type="checkbox"/>		
Other	<input type="checkbox"/>		

MY PRIMARY CHANNEL (WHERE MOST EFFORT GOES)

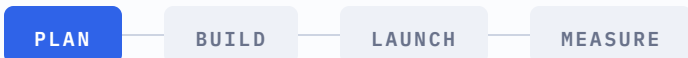
WHY THESE CHANNELS FOR THIS AUDIENCE

Priority key: **H** = High · **M** = Medium · **L** = Low / test

# 05

## SECTION 05

# Budget planner



Decide what you'll spend before the campaign starts, then track actuals against it. Knowing your numbers up front keeps a good idea from becoming an expensive one.

TOTAL BUDGET

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EXPECTED REVENUE / RETURN

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TARGET ROAS

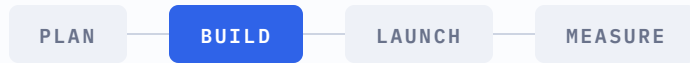
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CATEGORY	PLANNED	ACTUAL	NOTES
Paid ads			
Creative / content			
Tools / software			
Influencer / partners			
Email / SMS			
Print / physical			
Contingency			
<b>TOTAL</b>			

Tip: keep 10–15% as contingency — launches almost always surface a cost you didn't expect.



# Content asset tracker



List the assets the campaign needs, tick them off as they're ready, and use the templates to draft the key pieces.

**ASSETS WE NEED TO CREATE**

- Hero graphic / banner
- Social posts
- Short-form video
- Email(s)
- Landing / sales page
- Ad creative
- Blog / article
- Product photos

**Content templates**

**PIECE 1** \_\_\_\_\_

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HEADLINE / HOOK


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KEY POINT


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CALL TO ACTION


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VISUAL NOTES


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**DUE DATE / OWNER**

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**PIECE 2** \_\_\_\_\_

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HEADLINE / HOOK


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KEY POINT


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CALL TO ACTION


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VISUAL NOTES


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**DUE DATE / OWNER**

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**PIECE 3** \_\_\_\_\_

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HEADLINE / HOOK


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KEY POINT


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CALL TO ACTION


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VISUAL NOTES


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**DUE DATE / OWNER**

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# 07

SECTION 07

# Launch calendar



MONTH

● Content ● Email ● Ad / paid ● Milestone

Sun	Mon	Tue	Wed	Thu	Fri	Sat
—	—	—	—	—	—	—
—	—	—	—	—	—	—
—	—	—	—	—	—	—
—	—	—	—	—	—	—
—	—	—	—	—	—	—

KEY DATES & MILESTONES

LAUNCH DAY MUST-DOS

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# Launch countdown

PLAN

BUILD

LAUNCH

MEASURE

Work backwards from launch day so nothing piles up at the last minute. Jot your tasks and owners for each stage.



## 4 weeks out

Finalize the offer, goals, and budget. Brief the team.

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## 3 weeks out

Create content and assets. Build the landing page.

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## 2 weeks out

Schedule posts and emails. Set up tracking and ads.

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## 1 week out

Tease the campaign. Warm up the audience. Final checks.

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## Launch day

Go live. Send the announcement. Monitor and respond.

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## Week after

Follow up, send last-chance reminders, and start reviewing.

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# 08

## SECTION 08

# Campaign KPI tracker



Pick the handful of numbers that prove progress toward your goal. Set a target for each, then fill in the actuals as the campaign runs.

METRIC	TARGET	ACTUAL	NOTES
Reach / impressions			
Website visits			
Click-through rate			
Leads / signups			
Conversions / sales			
Revenue			
Cost per result			
Return on ad spend			

Choose 3–5 KPIs to focus on — the ones tied directly to your primary goal. Ignore the vanity metrics.

BONUS · WHILE IT RUNS

# Weekly campaign check-in

PLAN

BUILD

LAUNCH

MEASURE

WEEK OF \_\_\_\_\_

A quick mid-campaign pulse-check. Five minutes a week lets you fix what's underperforming before the campaign ends.

## ■ This week's numbers

REACH

CLICKS

CONVERSIONS

REVENUE

SPEND

★ WHAT'S WORKING – DO MORE OF IT

WHAT'S UNDERPERFORMING – FIX OR CUT

BEST-PERFORMING CONTENT / CHANNEL

ONE ADJUSTMENT FOR NEXT WEEK

# 09

## SECTION 09

# Results analysis



Now compare what each channel actually delivered. The point isn't to judge — it's to learn where your money and time worked hardest.

CHANNEL	SPEND	RESULT	COST / RESULT	NOTES
Email				
Social (organic)				
Paid social				
Paid search				
Influencer				
Other				
<b>TOTAL</b>				

**WHAT WORKED BETTER THAN EXPECTED**

**WHAT UNDERDELIVERED**

**BIGGEST SURPRISE**

**GOAL: TARGET VS ACTUAL**

## 10

## SECTION 10

## Post-campaign review

PLAN

BUILD

LAUNCH

MEASURE

The most valuable part of any campaign is what you carry into the next one. Be honest, be specific, and write it down.

## DID WE...

- We hit our primary goal
- We stayed on budget
- We launched on schedule
- The audience responded well

## GOAL – TARGET VS ACTUAL

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## FINAL SPEND VS BUDGET

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## WHAT WORKED – REPEAT NEXT TIME

## WHAT TO DROP OR CHANGE

## THE SINGLE BIGGEST LESSON

WOULD WE RUN THIS AGAIN?

YES / NO

NEXT CAMPAIGN IDEA

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# Campaign snapshot

A single-page summary to file away or share with your team once a campaign wraps — your at-a-glance record of what happened.

CAMPAIGN NAME

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DATES

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TYPE

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PRIMARY GOAL

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RESULT VS GOAL

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TOTAL SPEND

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REVENUE / RETURN

---

ROAS

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TOP CHANNEL

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CONVERSIONS

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THE ONE-LINE TAKEAWAY

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