Campaign Title

**INSTRUCTIONS:** Replace the campaign title and all other **TEAL** text below

### **Your campaign story overview:** Scroll down to these sections and start planning!

[🎯 This campaign sets out to \_\_\_\_\_\_\_\_\_](#_l1agygcjubr7)

[⭐ To contribute to our company goal](#_npzkf8bp0f4f) [\_\_\_\_\_\_\_\_\_](#_l1agygcjubr7)

[⛰️ Using the [new or existing] [conversion point] targeting](#_fkrwvsdscso4) [\_\_\_\_\_\_\_\_\_](#_l1agygcjubr7)

[📣 The Overall Campaign Message/Position is](#_66dorsaua68j) [\_\_\_\_\_\_\_\_\_](#_l1agygcjubr7)

[⏰ This campaign will launch [date] and run [timeframe] and will use the following assets…](#_4to69rwn03p9)

[📏 Our Success Metrics are](#_bwxe1ypoansi) [\_\_\_\_\_\_\_\_\_](#_l1agygcjubr7)

[📚 References & Preferences](#_twe0qdgyxro3)

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# Strategic Deepdive

### 🎯 This campaign sets out to:

***Add Sales and Marketing Objective(s) Here***

*[for example: grow partner network by xx new partners per quarter* **-OR-** *enroll xx% more students in LMNOP courses* **-OR-** *improve traffic to lead CVR by xx% MoM* **-OR-** *book xx% more demos]*

### ⭐ To contribute to our company goal:

***Add Company Goal Alignment Here***

*[for example: xx% increase in sales from ABC business segment in XYZ timeframe]*

### ⛰️ Using the [new or existing] [conversion point] targeting:

***Add ICP, Persona, Target Audience Details Here in the [Funnel Stage: Awareness/ToFu, Consideration/MoFu, Decision/BoFu]****[for example: XYZ job titles at ABC industry companies of QRS business size who are responsible for LMNOP business objectives this year and specifically struggle with HIJK pain points in the FUNNEL stage + link to deeper documentation]*

### 📣 The Overall Campaign Message/Position:

***Add key points here***

*Explain the overall position of this content piece and how it is relevant to your persona(s). It’s helpful to provide bulleted key points that your team will need to stay on track/build an outline. Provide examples or reference material as applicable.*

### ⏰ This campaign will launch [date] and run [timeframe] and will use the following assets:

* **Attract Content:** to bring more people to our website/conversion point   
  *Note where you are using existing content for this campaign and which assets need to be created*
  + **New/Existing content for organic search**
    - Blog(s) [add title(s) or link to strategy doc]
    - Pillar page(s) [add title(s) or link to strategy doc]
    - Website page(s) [add title(s) or link to strategy doc]
  + **New/Existing content for social media traffic**
    - **Using these channels:** LinkedIn, Facebook, Twitter, Instagram, TikTok, etc…
    - Individual social posts
    - Organic social media campaigns, strategies for posting in groups
    - Social media ad(s)
  + **New/Existing content for email marketing**
    - Newsletter [add link to strategy/copy doc]
    - Promotional emails [add link to strategy/copy doc]
    - Additions to lead nurtures [add link to strategy/copy doc]
    - Email series [add link to strategy/copy doc]
  + **New/Existing PR content**
  + **Any other New/Existing attract content**

* **Conversion Content:** where we’re directing this traffic to convert as part of this campaign  
  *Note where you are using existing content for this campaign and which assets need to be created*
  + Add link to strategy/copy doc
  + **The Conversion Path**
    - Landing page with [Awareness] Form
    - Thank you page
    - Follow-up content delivery email
    - CTAs (to add to other content)
    - Pop-up CTAs (add to other content)

* **Engagement Content** - how we will continue to communicate and deliver post-conversion  
  *Note where you are using existing content for this campaign and which assets need to be created*
  + Add lead nurture flow here + link to copy doc

### 📏 Our Success Metrics:

***Add KPIs that will be tracked for this campaign here***

*[for example: What will we measure to determine success? Walk through your funnel and explain anticipated KPIs for lead gen, SQLs, etc.]*

### 📚 References & Preferences:

***Add your brand style guide, key resources/references, meeting recordings, etc***