**Profle title**

|  |  |
| --- | --- |
| **Driver** | **@mention the driver** |
| **Approver** |  |
| **Contributor** |  |
| **Informed** |  |
| **Campaign name** |  |
| **Campaign type** | e.g., Brand awareness |
| **Launch date** |  |
| **Status** | Not started / In progress / Done |
| **Campaign Key** | Use this key to tag campaign assets and URLs |

**Strategy**

Explain your campaign strategy here. Include the hypothesis that's driving your work ("We think X will do Y, and we'll know we've succeeded if Z").

**Target market**

## Goals

|  |  |
| --- | --- |
| **Goals** | **Metrics** |
| e.g., Acquire new users | e.g., Increase signups by 10% |
|  |  |

## Budget

**Total:**

|  |  |  |
| --- | --- | --- |
| **Activity** | **Budget** | **Details** |
| e.g., Creative asset | e.g., $10,000 | Explain how you'll use the budget |
|  |  |  |

## Campaign roadmap

Use the roadmap planner (/roadmap) to help your team stay on track. To edit workstreams or dates, select the placeholder below and tap the pencil icon.

## ✅ Campaign deliverables

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Deliverable** | **Owner** | **Deadline** | **Status** | **Notes** |
| **Content + social promotion** | | | | |
| e.g., Blog post |  | Type /date to quickly add the deadline | Not started |  |
|  |  |  |  |  |
| **Email** | | | | |
|  |  |  |  |  |
|  |  |  |  |  |
| **Offline advertising** | | | | |
|  |  |  |  |  |
|  |  |  |  |  |
| **Paid advertising** | | | | |
|  |  |  |  |  |
|  |  |  |  |  |
| **Webinar** | | | | |
|  |  |  |  |  |
|  |  |  |  |  |
| **Media/PR** | | | | |
|  |  |  |  |  |
|  |  |  |  |  |