**Title:** Campaign Planning Template

**1. Campaign Overview**

* **Campaign Name:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* **Campaign Objective:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* **Target Audience:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* **Campaign Duration:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**2. Budget & Resources**

* **Total Budget:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* **Allocated Budget:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* **Required Resources:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**3. Key Performance Indicators (KPIs)**

* **Main KPIs to track:**
  + Website Traffic
  + Conversion Rate
  + Social Media Engagement
  + ROI (Return on Investment)

**4. Timeline & Milestones**

|  |  |  |  |
| --- | --- | --- | --- |
| TASK | Assigned To | Deadline | Status |
|  |  |  |  |
|  |  |  |  |