

1-Month Marketing Plan Template

Instructions: Use this worksheet to map out a simple but strategic marketing plan. You'll focus on one campaign or promotion, supported by content, a paid ad or boost, and a few key metrics to help track performance. Let's build your online presence with purpose!

1. Campaign or Promotion Overview

What's your campaign about?

E.g., Launching a new product, flash sale, promoting a best-seller, introducing a service

Campaign Title: _____

Start & End Dates: _____

Main Offer or Message: _____

Target Audience: _____

Goal: _____

(E.g., 20 sales, 100 new followers, 10 bookings)

2. Choose Three Content Types

Pick 3 content types to support your campaign.

(✓ Tick or highlight your choices below, and describe each.)

Options:

- Instagram Reels
- Stories with polls or quizzes
- Carousels

- Customer Testimonials
- Behind-the-scenes (BTS) content
- Blogs or educational posts
- WhatsApp broadcast message
- Email Newsletter
- Live Q&A

Content Plan:

| Content Type | Description / Idea | Date to Post |
|--------------|--------------------|--------------|
| 1. _____ | _____ | _____ |
| 2. _____ | _____ | _____ |
| 3. _____ | _____ | _____ |
| _____ | | |

3. Ad or Boosted Post Idea

Platform:

- ☐ Facebook
- ☐ Instagram
- ☐ Both
- ☐ Other: _____

Creative Idea (What will it say/show?):

E.g., a short video of customer reactions, a product demo, before-and-after content

Caption Idea: _____

Call-to-Action (CTA): ☐ Shop Now ☐ Learn More ☐ DM Us ☐ Book Now

Budget: \$_____ BDS

Duration: _____ days

4. Simple Metrics to Track

Choose 2–3 key metrics that match your goal.

Possible Metrics:

- ☐ Reach
- ☐ Likes/Saves/Shares
- ☐ Click-through rate (CTR)
- ☐ Link clicks
- ☐ Follower growth
- ☐ Website traffic
- ☐ Sales or conversions
- ☐ Engagement (comments, replies)
- ☐ New leads collected (email or phone)

Metric**Goal
Target****Actual
Result****Notes**

| | | | |
|---------------|-------|-------|-------|
| 1. | _____ | _____ | _____ |
| _____ | - | - | - |
| 2. | _____ | _____ | _____ |
| _____ | - | - | - |
| 3. (Optional) | _____ | _____ | _____ |
| _____ | - | - | - |

5. Weekly Check-In Space

Leave room to reflect and tweak your plan.

Week 1: What worked? What didn't?

Week 2: Adjustments?

Week 3: Standout content?

Week 4: Final reflection – what will you carry forward?
