Campaign Overview

Campaign Overview

Goal

Landing page URL

Launch date

Teams needed

Assets needed (see Asset Library for assets)

Blog Post

ARTICLE TITLE GOES HERE

Example outline:

- H1 (article title)
  - H2
    - H3
    - H3
  - H2
    - H3
    - H3
  - H2
  - H2
    - H3
    - H3
  - H2 (Conclusion / Call to Action)

Social Copy

Social Copy

H1 (article title)
H2
H3
H3
H2
H3
H3
H2
H2
H3
H3
H2 (Conclusion / Call to Action)

Email Content

Email Copy

Written by - YOUR NAME

Date delivered - DATE

Landing Page

Landing Page Copy & Details

Written by - YOUR NAME

Date delivered - DATE

Asset Library

Asset Library

Written by - YOUR NAME

Date delivered - DATE