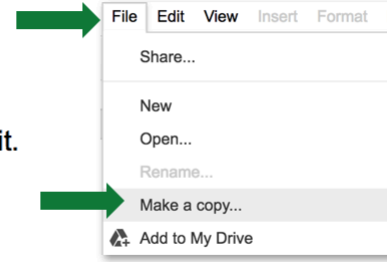


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# ONE-PAGE MEDIA PLAN TEMPLATE

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Template begins on page 2.



# CAMPAIGN GOAL

WHAT THE CAMPAIGN WORKS TO ACHIEVE	
---------------------------------------	--

# CALL TO ACTION

WHAT THE AUDIENCE IS ASKED TO DO	
-------------------------------------	--

# CAMPAIGN CALENDAR

START DATE	
END DATE	
PRE-CAMPAIGN PROMOTION RELEASE DATES	
PEAK DATES	
SCHEDULED FOLLOW-UP POST DATES	

# SOCIAL MEDIA PLATFORMS

PLATFORM	PRIMARY	SECONDARY
FACEBOOK		
TWITTER		
LINKEDIN		
YOUTUBE		
INSTAGRAM		
SNAPCHAT		
PINTEREST		
TIKTOK		
OTHER		
OTHER		

## DIGITAL ASSET MANAGEMENT

ASSET	LINK	DESCRIPTION
LANDING PAGE		
WEB FORM - E-COMMERCE		
WEB FORM - DONATION / PETITION		
WEB FORM - EMAIL SIGNUP		
GRAPHICS		
VIDEOS		
USER-GENERATED CONTENT		
EARNED / PAID MEDIA		
OTHER		
OTHER		

## METRICS

METRIC	GOALS	TRACKING TOOLS
PURCHASES / DONATIONS		
EMAIL ADDRESSES GATHERED		
PETITION / PLEDGE SIGNATURES		
WEB VISITS / CLICK-THROUGHS		
USER-GENERATED CONTENT SUBS		
SOCIAL ENGAGEMENT		
NEW USERS		
EXPANDED AUDIENCE		
OTHER		
OTHER		

# PROMOTIONAL PLAN

CONTACT	NOTES	PITCH
JOURNALISTS		
BLOGGERS		
SOCIAL MEDIA INFLUENCERS		
SOCIAL MEDIA INTERACTORS		
PEERS AND PARTNERS		
CROSS PROMOTIONS		
OTHER		
OTHER		
OTHER		
OTHER		

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