CAMPAIGN BRIEF

Institution Name

Month, Year — Campaign Name

Campaign Overview	This marketing campaign is a Consideration Stage content offer that focuses on attracting [describe the audience generally]. The campaign will be active for [XX] days and will center around the [name the primary content offer] with goals of increasing traffic and generating new mid-funnel leads.
Objectives	• Increase traffic to the website • Build a larger inquiry pool of prospective [specify type] students • Generate more engagement and re-conversions on other content

Key Results + KPIs	**KEY RESULTS** 1. **Generate [#] total page views** 2. **Generate [#] total submissions** 3. **Generate [#] new contacts** 4. **Generate [#] clicks to 2nd content offers**	**KPIs** 1. Page Traffic on all campaign-related LPs 2. Total Submissions generated 3. New Contacts generated 4. CTA Clicks to secondary content offers

Target Audience(s)	A. [describe the EXISTING audience of prospects being targeted] B. [describe the NEW audience of prospects being targeted] C. [describe any OTHER audiences being targeted]

Channels, Tactics, & Deliverables	1. **Primary Content Offer**
	  o [name the primary content piece or event that is being offered]
	  o [provide a short description of the piece/event, with any major details]
	
	2. **Landing Pages**
	  o [name the LP to access the content piece or RSVP to the event]
	  o [name the TY page the comes after the prospect completes the primary offer]
	
	3. **Promotional Emails**
	  o [#] of promotional/invite emails
	    ▪ Email #1: [provide a short description of email #1]
	    ▪ Email #2: [provide a short description of email #2]
	  o TY trigger email
	    ▪ [provide a short description of the TY trigger email, include what secondary content offers or next steps it should include]
	  o Reminder/Follow-up emails
	    ▪ [list out any reminder or follow-up emails, stating their main purpose]
	
	4. **Email Comm Flows**
	  o [list which emails in your existing email comm flows will promote the primary offer of this marketing campaign]
	
	5. **SMS Text**
	  o [list out each SMS text message that will be a part of this campaign, including outbound promotional texts as well as text reminders to downloaders/registrants]
	
	6. **Blogging**

o   [list the titles/topics of any new blog articles that will be published to help promote this content/event]
o   [list any existing blog articles that are relevant to this offer and need to be linked]

7.   **Social Media & Digital Ads**
o   [ORGANIC] [list range of total social media posts related to this campaign]
o   [PAID SOCIAL] [name the specific social networks here]
▪   [#] traffic ads directed to the primary offer ($spend)
▪   [#] lead ads ($spend)
▪   [#] boosted posts to related content ($spend)
o   [PAID SEARCH/DISPLAY]
▪   [#] search ads targeting audience A ($spend)
▪   [#] display ads targeting audience A ($spend)

8.   **Website Pathways & CTAs**
o   [list specific website pages that will need links to the primary offer]
o   [list the different types of CTAs that will be used for this campaign - pop-up banners, image CTAs, button CTAs, hyperlinked text, etc.]

Timeline & Due Dates

● **Campaign Launch date: [Insert Date Here]**
o   Landing Pages live by [specify date]
o   1st Email Announcement sent on [specify date]
o   1st Blog post published on [specify date]
o   1st Social promotions on [specify date]
● **Heavy Promotion Period: [insert date range here]**