



# Marketing Campaign Template

## Organisation strategic goal

## SMART Marketing goal

Smart | Measurable | Actionable | Reasonable | Time-based

## Situational analysis and background

## Target market analysis

Market segment	Demographics Consider location, age, income, gender	Psychographics Needs and wants	Behavioural What they do

## Key market insights

## Key messages

## Internal / external stakeholder to consult

## Risk analysis



## Key activities, accountabilities and budget

Tactic	Accountability	Timing	Investment (\$)

## Evaluation measures

**Outcome metrics (e.g. ROI expectations)**

**Response metrics (e.g. expected audience response)**

**Industry comparison metrics (e.g. industry benchmark standards)**

**Anticipated ROI for marketing spend**

