Communicating Health

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

Communicating Health

This template is part of the Communicating Health Toolkit - www.monash.edu/medicine/communicating-health . Communicating Health is funded by the National Health and Medical Research Council (Grant no: GNT1115495) and is a joint project of RMIT University, Monash University, The University of Queensland and the Burnett Institute.