Integrated Marketing Communications Campaign Template

Campaign Name / Publish Date



An Integrated Marketing Communications Campaign Template From CoSchedule

# Overview

How did you select this idea?

# Why Now?

Why is it worth your team’s time (and the resources from cross-functional teams) to take on this campaign now?

# Why Will It Be Successful?

What evidence suggests this new campaign will help you reach your marketing goals?

# Why Will Your Audience Love It?

Why will your audience prefer your campaign on this topic compared to your competition? How will your campaign be better?

# Target Audience

Use this framework: *{Audience title/role} who have issues with {insert challenge}.*

# Goal

Use this framework: *Attract the right kinds of {audience title/role} who will be interested in {company name's} {product/service}.*

# Call To Action

If there could only be one call to action, what would it be?

# Speaking Points

Why will your audience care? What’s in it for them? Use these frameworks: Use {product/service} to get {benefit}. Get {benefit} by using {product/service}.

* Speaking point #1:
* Speaking point #2:
* Speaking point #3:
* Speaking point #4:
* Speaking point #5:

# Keywords

What words and terms will your audience use to find the pieces within your campaign?

* Core keyword:
* Related keyword #1:
* Related keyword #2:
* Related keyword #3:
* Related keyword #4:
* Related keyword #5: