**Marketing Campaign Launch Brief**

Campaign Name / Start Date-End Date



*A Campaign Planning Template From CoSchedule*

# Marketing Campaign Idea:

*Who will this campaign benefit the most?*

As an {audience type}, I want to {do something} so that {I get a desired value}.

Project description:

# Campaign Audience:

*Who is this campaign intended to reach?*

Briefly describe your persona or target market.

# Resources + Budget:

*What kind of resources might you need to complete the campaign?*

* People:
* Tools:
* Time:
* Budget:

# Goal + Measurement:

*What results will this campaign produce?*

The goal of our campaign is to influence {specific metric}.

*How will you measure success?*

# Talking Points:

*Why will your audience care? What’s in it for them?*

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

# Channel Selection:

*Where will this campaign reach your audience?*

* Channel #1
* Channel #2
* Channel #3
* Channel #4
* Channel #5

# Marketing Campaign Timeline:

*When will you publish each piece within your campaign?*

Refer to your Marketing Campaign Template.