

Marketing Campaign One-Page Planner

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Use short answers. A clear small campaign is easier to run and improve.

1 Choose one clear goal

What should this campaign achieve?

2 Define the audience

Who are you trying to reach?

3 Write one message

What should people understand?

4 Select the channels

Choose only the places that fit this audience.

☐ Email ☐ Social media ☐ Website ☐ Search ☐ In person ☐ Other

5 Set timing and budget

Keep the plan realistic.

Start: _____ Budget: _____

End: _____

6 Measure one result

How will you know it worked?

Main measure: _____

Target: _____

7 One-sentence campaign plan

We will [action] for [audience] so that [goal], measured by [result].
