**Digital Campaign Planning Template**

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| **CONTEXT |** essential background to setup the campaign | |
| What important foundation should ground this campaign?  You can create a campaign around key messages or problem statements.  Two examples below: | |
| **CORE PROBLEM WE’RE SOLVING**  Most campaigns start with a business or perception problem you’re solving through marketing. Describe it here. | **KEY CAMPAIGN MESSAGE(S)**   * Message #1 to reinforce * Message #2 to reinforce * Brand association to reinforce |
| **RESOURCES/LINKS:** | |

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| **GOAL |** what do you need to achieve & how is it measured | |
| **PRIMARY STRATEGIC OBJECTIVE**   * SMART goal that your digital media goal will ladder to | **SECONDARY STRATEGIC OBJECTIVE**   * SMART goal that your digital media goal will ladder to |
| **SOCIAL MEDIA TACTICAL GOAL #1**   * What will happen by when? | **SOCIAL MEDIA TACTICAL GOAL #2**   * What will happen by when? |

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| **AUDIENCE |** who do we need to reach to hit our goals | |
| **PRIMARY AUDIENCE #1**  Describe who they are or link to personas | **SECONDARY AUDIENCE #2**  Describe who they are or link to personas |
| *optional audience background to ground the campaign focus* | |
| **THEIR PAIN POINT WE SOLVE** | **THEIR PAIN POINT WE SOLVE** |
| **THEIR OBJECTIONS TO US AND HOW WE OVERCOME THEM** | **THEIR OBJECTIONS TO US AND HOW WE OVERCOME THEM** |

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| **THE STRATEGY |** a statement to frame your campaign’s big idea |
| * A GET / TO / BY statement will summarize the who, what, and how together * **Get** [target audience] / **To** [do the desired response] / **By** [doing, showing, or saying something—your message or action] |

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| **SOCIAL MEDIA/MARKETING CHANNELS** | |
| **PRIMARY CHANNELS** | **SECONDARY CHANNELS (OPTIONAL)** |
| **CHANNEL EXAMPLE - DESCRIPTION OF THE ROLE IT PLAYS**  - What role will it play?  - How will it be used? | |

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| **CONTENT STRATEGY |** what are the types of content we will share | |
| Content labels come in many forms (themes, series, or pillars). Select one framework. Then break down your core objectives and messages into related buckets below. | |
| **CONTENT THEMES** | |
| **1. Content Theme Name** | **Overview**: What is it?  What’s an example? |
| **2. Content Theme Name** | *Continue adding these below ⬇️* |
|  |  |
| **CONTENT FORMATS** | |
| **1. Content Format/Type Name** | **Overview**: Which is it?  What’s an example? |
| **2. Content Format/Type Name** | *Continue adding these below ⬇️* |

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| **COMMUNITY MANAGEMENT |** activities to engage & grow the audience | | |
| **CHANNEL NAME** | Reactive activities to engage our audience | **Person(s) responsible:** |
| Proactive activities to grow our audience | **Person(s) responsible:** |

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| **PAID MEDIA |** campaigns to amplify reach and drive action | | |
| **CHANNEL NAME** | Description of campaigns (objective, ads) | $ spend / month |
| Description of campaigns (objective, ads) | $ spend / month |

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| **CAMPAIGN CALENDAR |** what we’re posting, where, & how often | | | |
| **CALENDAR** | [insert link to digital calendar or attach campaign calendar if applicable] | | |
| **CHANNEL NAME #1** | Which content theme?  Which content formats? | **Frequency**:  X posts / week | **Timing**:  Days or Time |
| **Additional Context**: Any other platform nuance worth sharing? | | |
| **CHANNEL NAME #2** | Which content theme?  Which content formats? | **Frequency**:  X posts / week | **Timing**:  Days or Time |
| **Additional Context**: Any other platform nuance worth sharing? | | |

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| **EVALUATION |** how are we measuring success\*? | | | | |
| What tools are we using to collect data? (e.g. web and social metrics, paid ad metrics, interviews, focus groups, surveys) |  | | | |
| What were the ultimate goals of the campaign? (e.g. behavior change, percentage of audience you wanted to impact, # of vaccines) |  | | | |
| Did we reach campaign goals?  *Measuring: What changes did people make because of the communications?* | Yes | No | Other |  |
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| Did we successfully get across our key messages?  *Measuring: What did our audience learn from the communications?* |  |  |  |  |
| Did we achieve the purpose of the specific communication? (e.g. to educate, take action)  *Measuring: How many people acted? What did they do?* |  |  |  |  |
| Did we reach our desired audience?  *Measuring: Who knows about the campaign? Who took action?* |  |  |  |  |
| Did the audience consume information as it was intended?  *Measuring: What did people learn or do based on the information?* |  |  |  |  |
| Did the audience respond in a timely manner?  *Measuring: How long after receiving the information did people take action?* |  |  |  |  |
| Was our media mix effective?  *Measuring: Did you use the right channels and messaging to meet goals?* |  |  |  |  |

\*Resource: Amanda Fuchs Miller, Seventh Street Strategies, LLC for the National Association of County and City Health Officials