

Marketing Campaign Worksheet

Marketing Strategy For _____

Strategy

Goals of the Campaign

Campaign Focus: Specific Program or General Promotion

Products or Services to be Advertised

Measurements of Success

Evaluation of Effectiveness

Message Position in the Marketplace

Description of Our Customers

Our Customers' Needs

Why Our Customers Choose Us

What Sets U Apart From the Competition

The Marketing Message

Time Frame

Campaign Start Date

Length of Campaign

Budget

Annual Marketing Budget

Budget for this Campaign

Cost Saving Measures

Action Plan

Action Steps	Target Date	Person Responsible	Results