



Marketing Campaign Action Plan

Campaign Objective 1:	Call to Action:
Campaign Target Results:	
Target Audience:	
Key Message/Unique Selling Proposition:	

Communications Tools and Campaign Tasks:

**Complete Due
Date:**

Person in Charge:

Marketing Assets:

Budget:



Marketing Campaign Action Plan

Campaign Objective 2:	Call to Action:
Campaign Target Results:	
Target Audience:	
Key Message/Unique Selling Proposition:	

Communications Tools and Campaign Tasks:

**Complete Due
Date:**

Person in Charge:

Marketing Assets:

Budget:

Marketing Campaign Action Plan

Campaign Objective 3:	Call to Action:
Campaign Target Results:	
Target Audience:	
Key Message/Unique Selling Proposition:	

Communications Tools and Campaign Tasks:

**Complete Due
Date:**

Person in Charge:

Marketing Assets:

Budget:

Marketing Campaign Action Plan

Campaign Objective 4:	Call to Action:
Campaign Target Results:	
Target Audience:	
Key Message/Unique Selling Proposition:	

Communications Tools and Campaign Tasks:

**Complete Due
Date:**

Person in Charge:

Marketing Assets:

Budget:



Marketing Campaign Action Plan

Campaign Objective 5:	Call to Action:
Campaign Target Results:	
Target Audience:	
Key Message/Unique Selling Proposition:	

Communications Tools and Campaign Tasks:

**Complete Due
Date:**

Person in Charge:

Marketing Assets:

Budget:

Marketing Campaign Action Plan

Campaign Objective 6:	Call to Action:
Campaign Target Results:	
Target Audience:	
Key Message/Unique Selling Proposition:	

Communications Tools and Campaign Tasks:

**Complete Due
Date:**

Person in Charge:

Marketing Assets:

Budget: