

A Marketing Campaign Template to Get You Started

| Name | Q2 Play - Best Marketing Budgeting on the Planet |
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| Goals | • |
| Audience | • |
| Topline Message | • |
| Supporting Messages | • |
| Marketing Strategy | • |
| CTA | • |
| Metrics of success | • |
| Campaign Duration | • |
| Content | • |
| Marketing Channels (vehicles) | • |
| Customer Marketing Activity | • |
| PR/AR Activity | • |
| Nurturing Activity | • |
| Internal Communications | • |
| Timeline | • |
| Budget | • |
| Expected ROI | • |

Campaign Template Example:



Want to see our ultimate marketing campaign template used in action? Below is an example of the marketing campaign template filled out with a Planful campaign for a product launch. Notice the level of detail that is filled out for each field of the campaign template.

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| Campaign Name | <ul style="list-style-type: none">• Best Marketing Budgeting on the Planet |
| Campaign type | <ul style="list-style-type: none">• Product launch |
| Goals | <ul style="list-style-type: none">• Launch budget automation functionality• Create awareness for Plannuh's industry-leading budget management• Generate new leads• Accelerate existing opportunities• Upsell customers• Build our database |
| Audience | <ul style="list-style-type: none">• Heads of marketing, marketing operations, and marketing budget owners |
| Topline Message | <ul style="list-style-type: none">• Plannuh introduces the first AI-Driven budget management automation to improve team efficiency and marketing spend accuracy |
| Supporting Messages | <ul style="list-style-type: none">• Make every marketing dollar count• Stretch your marketing spend• Never reconcile marketing expenses again• Set it and forget it, marketing budgeting made easy• Marketers, need to tighten the belt? Let Plannuh manage your budget.• Marketers: spend more time marketing and less managing your budget• Want full visibility into your marketing spend?• Goodbye spreadsheets! Plannuh automates your marketing budget. |
| Marketing Strategies | <ul style="list-style-type: none">• Leadership:<ul style="list-style-type: none">◦ Plannuh has the "best marketing budget management" message• Growth:<ul style="list-style-type: none">◦ Customer acquisition - communicate budget automation features |

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| | <ul style="list-style-type: none"> ○ Customer upselling - Plannuh Automation package |
| CTA | <ul style="list-style-type: none"> ● Public demo webinar (new business lead generation) ● Schedule a personal demo (new business lead generation) ● eBook "How to manage your budget when money is tight" (lead generation) ● Budget calculator (move through the pipeline) ● Sign up for Plannuh newsletter - budgeting blog series (build the database) |
| Metrics of success | <ul style="list-style-type: none"> ● 5 news articles ● 200 registrations for a public demo webinar ● 40 personalized demo meetings ● 700 downloads of the ebook ● 1,000 new contacts in the database (from webinars, demos, eBook, Newsletter, budget calculator) ● 30 qualified new business opportunities ● \$450K qualified new business pipeline |
| Campaign Duration | Tuesday, April 7th - June 30th |
| Content | <ul style="list-style-type: none"> ● Blog post series (4) <ul style="list-style-type: none"> ○ Plannuh Automation for budgeting product blog ○ Book series blog on budgeting #1 ○ Book series blog on budgeting #2 ○ Book series blog on budgeting #3 ● Press release (Plannuh Automation) ● Prospect email (see a demo) ● Customer email (upsell) ● Tweets (series) ● LinkedIn posts (series) ● Website (home page with press release banner, product page) ● Large content asset - eBook see above |
| Marketing Vehicles (channels) | <ul style="list-style-type: none"> ● Email ● Newsletter ● Twitter ● LinkedIn ● Facebook ● Website banner ● Google AdWords advertising (keywords: marketing budget software) ● LinkedIn Ads ● Webinar ● Content syndication (with eBook) |

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| Customer Marketing Activity | <ul style="list-style-type: none"> • Email to customers about the announcement (with promotion?) • Demo video for customers • Live customer webinar |
| PR/AR Activity | <ul style="list-style-type: none"> • Issue press release (PR newswire and on the Plannuh Blog) • Post any articles on the website • Send articles to sales for follow-up • Send the budget automation release to Forrester and Gartner • Send to industry influencers |
| Nurturing Activity | <ul style="list-style-type: none"> • Implement new email nurturing thread |
| Internal Communications | <ul style="list-style-type: none"> • Sales readiness: message training and sales tool review • Standing weekly meeting discussion • Distribute press release with the company via email a day in advance • Share with advisory board and investors to push with others |
| Timeline | <ul style="list-style-type: none"> • 4/6 website refresh (home banner 4/7, product page update 4/7) • 4/6 pitching press release to the press • 4/7 issue Plannuh Automation press release • 4/7 send email to prospects • 4/7 send email to customers • 4/7 start social Twitter, LinkedIn series • 4/7 - 6/30 Ad campaign - Adwords, LinkedIn • 4/9 - 4/30 blog post in series - weekly to follow • 4/9 - 6/30 public demo webinar • 4/16 Plannuh budget automation video • 4/16 Podcast on budgeting • 6/2 Customer ROI example using Plannuh Automation |
| Budget | <ul style="list-style-type: none"> • \$40,000 <ul style="list-style-type: none"> • AdWords - \$9,000 (\$3K per month) • LinkedIn - \$21,000 (\$7K per month) • Content syndication - \$9,000 (\$3K per month) • PR newswire - \$0 (already paid) • Website refresh - \$1,000 |
| Expected ROI | <ul style="list-style-type: none"> • \$120K in new business ARR (3X on marketing spend) |

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As you can see in the example above, the marketing campaign template includes the level of detail needed for each field to help carry out your campaign.