Lamphills' Threads Marketing Campaign Plan Template

If you intend to create a marketing campaign on Threads, the template below will help you finish things. Feel free to customize each section to fit your specific campaign needs.

1. Campaign Goals

What's your campaign objective?
- Increase brand awareness
- Drive website traffic
- Generate leads
- Boost engagement
- Other: _____

2. **Specific Goals**

What's Your Campaign Specific Goals
- Achieve [X]% increase in followers
- Attain [X]% engagement rate
- Obtain [X] number of leads
- Other: _____

3. Timeline

What's the Duration of Your Campaign?

- Start Date: _____
- End Date: _____

4. Target Audience

What's the Demographics of your Campaign?

- Age: _____

- Gender: _____
- Location: _____

5. Psychographics
What Are the Things That Can Influence Your Audience?
- Interests: _____
- Pain Points: _____
- Online Behavior: _____

6. Segments
Who is the Main Focus of Your Campaign?
- Primary Target: _____
- Secondary Target: _____

7. Content Calendar
How often will You be Posting?
Weekly/Daily Posting Schedule:

- Monday: _____
- Tuesday: _____
- Wednesday: _____
- Thursday: _____
- Friday: _____
- Saturday: _____
- Sunday: _____

8. Key Dates and Events
What Are Your Content Themes?
- Educational
- Inspirational
- Promotional
- User-Generated Content
- Other: _____

9. Visual Assets Checklist
What Types of Graphics Will You be Needing?
- Logo variations: _____
- Post templates: _____
- Infographics: _____
- Story graphics: _____
- Other: _____

Video Assets:
- Brand videos: _____

- Product demos: _____
- Customer Testimonials: _____
- Other: _____

Photographs:
- Product photos: _____
- Lifestyle images: _____
- Event photos: _____
- Other: _____

10. Design Resources
- Adobe Creative Cloud
- Canva
- Other: _____

11. Budget Allocation
What the Total Budget?
$_____

12. Distribution

- Content Creation: $_____
- Ad Spend: $_____
- Influencer Partnerships: $_____
- Tools and Software: $_____
- Other: $_____

13. Key Performance Indicators (KPIs)
What is Your Engagement Metrics?

- Likes: _____
- Comments: _____
- Shares: _____

What is Your Reach Metrics?
- Impressions: _____
- Reach: _____

What is Your Conversion Metrics?

- Click-Through Rate (CTR): _____
- Conversion Rate: _____
- Leads Generated: _____

What is Brand Metrics?

- Brand Mentions: _____
- Sentiment Analysis: _____
- Other Metrics: