



## Lamphills Testimonial Campaign Planning Template

This Lamphills campaign planning template can help you plan and organize a full testimonial advertising campaign as a small business owner or a marketer.

- Campaign Goal:** Define the goal of your testimonial advertising campaign (e.g., Increase conversions, build brand trust, etc.).
- Target Audience:** Define who your ideal audience for the testimonial campaign are
- Testimonial Formats:** What types of testimonials will you use (video, written, social media)?
- Content Calendar:** Plan when and where you'll share each testimonial.
- Visual Assets Checklist:** List any visuals you need (customer photos, videos, product shots, etc.).
- Budget Allocation:** Determine your budget for collecting and promoting testimonials.
- KPIs and Measurement:** Identify the key performance indicators (KPIs) for success (e.g., Conversion rate, social media engagement, etc.).