

## Campaign Idea Brainstorming Worksheet

### **Campaign Name:**

(What do you want to call your campaign?)

### **Goal:**

(What do you want to achieve with this campaign?)

- Increase brand awareness
- Drive website traffic
- Boost social media engagement
- Generate leads or sales

#### 1. Know Your Audience

- Who is your target audience?

(Write down their age, interests, and needs.)

#### 2. Key Message

- What is the main message you want to share?

(What do you want your audience to remember?)

#### 3. Campaign Theme

- What theme fits your message and audience?

(Think about seasons, holidays, trends, or issues.)

#### 4. Ideas for Content

(List different types of content you could create.)

- Articles
- Blog posts
- Videos
- Infographics
- Social media posts
- Podcasts

#### 5. Engagement Strategies

- How will you engage your audience?

(List ideas for contests, polls, questions, etc.)

#### 6. Distribution Channels

- Where will you share your campaign?

(Choose platforms like social media, blogs, emails, or press releases.)

#### 7. Unique Elements

- What makes your campaign special?

(Think about creative angles, unique stories, or partnerships.)

#### 8. Call to Action

- What do you want your audience to do after seeing your campaign?

(Examples: Visit your website, share your content, sign up for a newsletter.)

9. Feedback and Improvement

- How will you gather feedback on your campaign?

(Ideas include surveys, comments, or social media reactions.)

10. Notes:

(Use this space for other thoughts or ideas about your campaign.)

Feel free to print or copy this worksheet and fill it out to help you brainstorm and organize your campaign ideas effectively!