

## Marketing Communication Objectives Template

### 1. Objective Name:

What do you want to achieve?

*(Example: Increase brand awareness, generate leads, boost sales.)*

### 2. Target Audience:

Who are you trying to reach?

- Age:
- Gender:
- Location:
- Interests:

### 3. Message:

What key message do you want your audience to remember?

*(Example: "Our product saves time and makes life easier!")*

### 4. Communication Channels:

Where will you share your message?

- Social Media (Facebook, Instagram, etc.)
- Email
- Website/Blog
- Ads (TV, online, print)

### 5. Key Performance Indicators (KPIs):

How will you measure success?

- Website traffic (% increase):
- Social media engagement (likes, comments, shares):
- Number of leads:
- Sales figures:

### 6. Timeline:

When will you achieve this goal?

*(Example: 3 months, 6 months)*

### 7. Budget:

How much will you spend on this objective?

*(Example: \$500 for ads, \$300 for email campaigns)*

**8. Action Plan:**

List the steps to achieve your goal:

1. Create a social media campaign.
2. Write and send newsletters.
3. Design and launch ads.

**9. Review and Adjust:**

How often will you review your progress?

*(Example: Weekly, Monthly)*

**Notes:**

Write down any observations or adjustments needed.

This simple template can guide you in setting and achieving your marketing communication objectives step by step!