|  |  |
| --- | --- |
| Marketing Campaign Brainstorm Worksheet | |
| Overall goal: | Messaging (Media > Market > Message) |
| Specific goal: |
| Target market: |
| Date range: |
| Who’s responsible: |
| Who’s involved: |
| Budget: |
| Possible channels (media): | |
| How will you track: | |
| UTM: Source: | Medium: | Campaign: | Create QR 🞏 | |
| Define / measure success: | |
| Authority & proof: | |
| Notes: | |
|  | |
| Process: | Checklist:   * Who is the target market? * Where is this market? * The person is receiving a 1 on 1 message * Use Authority & Proof * Make the Call To Action (CTA) simple & obvious * How will this campaign be measured? * Test the campaign (stop if not producing results) |
| What did we learn from this campaign | |
|  | |