

Robin Heppell's Marketing Worksheets

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 <input type="checkbox"/>	
Define / measure success:	
Authority & proof:	
Notes:	
Process:	Checklist:
<input type="text"/>	<input type="checkbox"/> Who is the target market?
<input type="text"/>	<input type="checkbox"/> Where is this market?
<input type="text"/>	<input type="checkbox"/> The person is receiving a 1 on 1 message
<input type="text"/>	<input type="checkbox"/> Use Authority & Proof
<input type="text"/>	<input type="checkbox"/> Make the Call To Action (CTA) simple & obvious
<input type="text"/>	<input type="checkbox"/> How will this campaign be measured?
<input type="text"/>	<input type="checkbox"/> Test the campaign (stop if not producing results)
What did we learn from this campaign	