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# Marketing Campaign Template

**Use this template to document your campaign goals, ideas, messaging, and more.**

For detailed instructions, see our [Guide to Run Successful Marketing Campaigns](#).

**Content Strategy Statement**

**Objective**

**Key Result**

**KPIs**

**Persona**

**Customer Journey Stage**

**Budget**

**Campaign Name**

**Concept**

**Why It Works**

Messaging

<b>Tagline</b> A single sentence that summarizes your campaign.	
<b>Primary Message</b> The main message you're trying to deliver (used for internal purposes).	

<b>Supporting Benefits</b> Key benefits to reinforce in content.			
<b>Talking Points</b> The core messages that support your benefits.			
<b>Content Idea/Format</b>			
<b>Channels</b>			
<b>Keyword(s)</b>			

Sample Copy/Links to Inspiration Images



Feeling stuck? We'd love to help.  
Find out what it's like to [work with us](#)  
on your content strategy.

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**COLUMN FIVE**

Column Five is a B2B-focused creative agency that helps ambitious  
brands find and tell their best stories to drive real results.