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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**

[Empty dotted box for Content Strategy Statement]

**Objective**

[Empty dotted box for Objective]

**Key Result**

[Empty dotted box for Key Result]

**KPIs**

[Empty dotted box for KPIs]

**Persona**

[Empty dotted box for Persona]

**Customer Journey Stage**

[Dotted box for Customer Journey Stage content]

**Budget**

[Dotted box for Budget content]

**Campaign Name**

[Dotted box for Campaign Name content]

**Concept**

[Large dotted box for Concept content]

**Why It Works**

[Large dotted box for Why It Works content]

## 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