Annual Campaign Timeline Structure

Planning & Research
January - February

- Review last year's campaign results
- Define objectives and KPIs
- Segment and analyze target audiences
- Conduct market and competitor analysis
- Develop campaign strategy

Creative Development
March

- Brainstorm messaging and content themes
- Design campaign creatives and copy
- Align creative assets with brand guidelines
- Produce videos, images, and graphics

Channel Planning & Setup
April

- Identify marketing channels
- Set up campaign tracking links
- Prepare email and social media calendars
- Coordinate with partners and stakeholders

Campaign Launch
May - June

- Deploy campaign assets
- Monitor campaign performance
- Adjust targeting and messaging as needed
- Engage with audience feedback

Optimization & Engagement
July - September

- Review analytics and key metrics
- Run A/B tests
- Update creatives and offers
- Retarget audiences

Post-Campaign Analysis
October

- Collect campaign results and data
- Evaluate performance against KPIs
- Compile lessons learned and recommendations
- Prepare reports for stakeholders

Planning for Next Year
November - December

- Review overall marketing strategy
- Incorporate feedback from team and stakeholders
- Begin early research and ideation