

# Seasonal Campaign Promotional Strategy Template

## 1. Campaign Overview

Campaign Name

Enter campaign name

Season/Date Range

e.g. Black Friday 2024, Spring Sale

Objectives

Define main goals of the campaign

## 2. Target Audience

Description

Who are you targeting?

- Demographics
- Psychographics
- Key Customer Segments

## 3. Key Messages

Main Promo Message

List key message(s) to communicate

## 4. Channels & Tactics

Marketing Channels

e.g. Email, Social Media, Website, In-store

Tactics

Describe tactics for each channel

## 5. Timeline

Key Dates & Milestones

Add relevant dates and deadlines

## 6. Budget Overview

Estimated Budget

Enter total campaign budget

#### Budget Allocation

Break down budget by channel/tactic

### 7. Success Metrics

#### KPIs & Success Criteria

How will you measure success?

- Sales / Revenue
- Traffic / Engagement
- Leads / Conversion Rate