

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