

Summer Campaign Marketing Plan Outline

1. Executive Summary

- Brief overview of the summer campaign
- Main objectives and KPIs
- Summary of key strategies

2. Goals & Objectives

- Define measurable goals (e.g., increase sales, grow brand awareness)
- Specify target metrics and timelines

3. Target Audience

- Demographics and psychographics
- Customer personas
- Key insights and preferences

4. Campaign Strategies

- Primary messaging and positioning
- Value propositions
- Cross-channel approach

5. Promotional Activities

1. Digital Marketing
 - Social media campaigns
 - Email marketing
 - Search engine marketing
2. Influencer and Partnerships
3. Events and Activations
4. In-store Promotions
5. Content Marketing

6. Budget Allocation

- Projected expenses by channel
- Media buying and creative costs
- Contingency funds

7. Timeline

- Key campaign phases
- Milestones and deliverables
- Launch and wrap-up dates

8. Metrics & Measurement

- KPIs for each channel
- Methods of data collection and analysis
- Reporting schedule

9. Roles & Responsibilities

- Team members and stakeholders
- Point persons for each deliverable
- External partners and vendors

10. Next Steps & Approvals

- Timeline for final approvals
- Checklist of action items before launch