

# Summer Campaign Marketing Plan Outline

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## 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