Year-End Campaign Promotion Strategy Template

1. Campaign Overview

- **Campaign Name:** *[Enter Campaign Name]*
- **Objective:** *[Describe campaign goals]*
- **Target Audience:** *[Describe target demographic]*
- **Key Offer(s):** *[List campaign offers/discounts]*
- **Timeline:** *[Start Date â€" End Date]*

2. Key Messages & Value Proposition

[Summarize main messages and unique selling points for the campaign]

3. Marketing Channels

Channel	Purpose	Key Activities
[e.g. Email]	*[e.g. Announce limited-time offers]*	*[e.g. Weekly newsletters & reminders]*
[e.g. Social Media]	*[e.g. Engage audience, drive traffic]*	*[e.g. Countdown posts, stories, contests]*
[e.g. Website]	*[e.g. Showcase details, collect leads]*	*[e.g. Landing page, banners]*

4. Content Plan

Date	Channel	Content/Action	Owner
[MM/DD]	*[e.g. Social Media]*	*[e.g. Holiday offer post]*	*[Name]*
[MM/DD]	*[e.g. Email]*	*[e.g. Last call reminder]*	*[Name]*

5. Budget & Resources

- **Total Budget:** *[Enter amount]*
- **Key Resources:** *[List team members, tools, assets]*

6. KPIs & Success Metrics

1. *[e.g. Total sales or sign-ups]*
2. *[e.g. Email open/click rate]*
3. *[e.g. Website visits]*
4. *[e.g. Social engagement rate]*

7. Post-Campaign Review

[Outline plans for analyzing results, collecting feedback, and recommendations for future]