

# Annual Marketing Campaign Planner

## Company / Brand

Company or Brand Name

## Objectives

List the primary objectives for this year

## Target Audience

Describe your target audience

## Message & Positioning

State key message & positioning

## Key Campaigns Overview

Campaign	Goal	Channels	Start	End	Status
Campaign Name	Goal	Channels			Status
Campaign Name	Goal	Channels			Status

## Timeline by Month

Month	Major Activities & Milestones
January	Milestones for January
February	Milestones for February
March	Milestones for March

Month	Major Activities & Milestones
April	Milestones for April
May	Milestones for May
June	Milestones for June
July	Milestones for July
August	Milestones for August
September	Milestones for September
October	Milestones for October
November	Milestones for November
December	Milestones for December

## Metrics & KPIs

How will success be measured?

## Budget Overview

Campaign / Activity	Estimated Cost	Notes
Activity	Cost	Notes
Activity	Cost	Notes

## Team / Owner

Campaign Owners, Contacts, Agencies