

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
<div>Campaign Name</div>	<div>Goal</div>	<div>Channels</div>	<div></div>	<div></div>	<div>Status</div>
<div>Campaign Name</div>	<div>Goal</div>	<div>Channels</div>	<div></div>	<div></div>	<div>Status</div>

Timeline by Month

Month	Major Activities & Milestones
January	<div>Milestones for January</div>
February	<div>Milestones for February</div>
March	<div>Milestones for March</div>

Month	Major Activities & Milestones
April	<div>Milestones for April</div>
May	<div>Milestones for May</div>
June	<div>Milestones for June</div>
July	<div>Milestones for July</div>
August	<div>Milestones for August</div>
September	<div>Milestones for September</div>
October	<div>Milestones for October</div>
November	<div>Milestones for November</div>
December	<div>Milestones for December</div>

Metrics & KPIs

How will success be measured?

Budget Overview

Campaign / Activity	Estimated Cost	Notes
<div>Activity</div>	<div>Cost</div>	<div>Notes</div>
<div>Activity</div>	<div>Cost</div>	<div>Notes</div>

Team / Owner

Campaign Owners, Contacts, Agencies