Email Campaign Objectives & Goals Document

1. Campaign Overview

Campaign Name: _____

Date: _____

Prepared by: _____

Brief Description:

_____

_____

2. Target Audience

Audience Segment: _____

List Size: _____

Key Characteristics:

- _____
- _____
- _____

3. Objectives

- _____
- _____
- _____

(e.g., Increase newsletter signups, promote product launch, drive event registrations)

4. Key Performance Indicators (KPIs)

KPI	Target	Notes
Open Rate	_____%	_____
Click-Through Rate	_____%	_____
Conversion Rate	_____%	_____
Unsubscribe Rate	_____%	_____

5. Timeline

Milestone	Date
Planning & Content Creation	_____
Review & Testing	_____
Send Date	_____
Reporting & Analysis	_____

6. Notes & Additional Information

_____

_____