

Campaign Goal Setting Worksheet

Campaign Name

Enter campaign name

Objective

Briefly describe the campaign's objective

Target Audience

Define your target audience

Start Date

YYYY-MM-DD

End Date

YYYY-MM-DD

Budget

Primary Goal

E.g., Increase newsletter signups by 20%

Secondary Goal

E.g., Grow social followers by 500

Key Performance Indicators (KPIs)

List the KPIs to measure success

Action Steps

List action steps or tasks

Responsible Person(s)

E.g., Name(s) or role(s)

Additional Notes

Add any other relevant information