

# 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

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## 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