

Social Media Campaign Plan



Campaign Name: _____

Start: _____

End: _____

Business 	People 	Content 
<p>Campaign Purpose</p> <p>_____</p> <p><i>WHY: What is the brand or business benefit of the campaign?</i></p> <p>_____</p>	<p>Primary Audience</p> <p>_____</p> <p><i>Which group of people can you almost completely reach with this campaign?</i></p> <p>_____</p>	<p>Relevant Topic</p> <p>_____</p> <p><i>What relevant topic can you build this campaign around?</i></p> <p>_____</p>
<p>Brand Value</p> <p>_____</p> <p><i>HOW: What brand value or ideal are you going to emphasise in this campaign?</i></p> <p>_____</p>	<p>Influencer Community</p> <p>_____</p> <p><i>Who are the people you can collaborate with to reach your primary audience?</i></p> <p>_____</p>	<p>Creative Theme</p> <p>_____</p> <p><i>How will you make this campaign interesting creatively?</i></p> <p>_____</p>
<p>Brand Message</p> <p>_____</p> <p><i>WHAT: What is the business message delivered in this campaign?</i></p> <p>_____</p>	<p>Activation</p> <p>_____</p> <p><i>How can people get involved in this campaign? Is there a real or virtual event, an incentive to participate, or a call to action?</i></p> <p>_____</p>	<p>Point of Conversion</p> <p>_____</p> <p><i>What core piece of content or web destination will bring the campaign together?</i></p> <p>_____</p>

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Brand Value	Influencer Community	Creative Theme
Brand Message	Activation	Point of Conversion

JUNE 2014