**Campaign Name:**

**Background:**

**Objectives:**

1.

2.

3.

4.

5.

**Target Audience:**

***Pain Points -*** *(think about the problems the target audience has that your product/service can solve then turn them into questions)*

**Product / Service:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Name of** **Product / Service** | **Price** | **Feature** | **Benefits** |
|  |  |  |  |

**Place:**

**Processes:**

**Budget:**

**Promotion:** *(see campaign checklist)*

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**Timeframe:**

**Next Steps**

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**Timings Plan:**

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| --- | --- | --- |
|  | **Task** | **Owner** |
| **Week 1** |  |  |
| **Week 2** |  |  |
| **Week 3** |  |  |
| **Week 4** |  |  |
| **Week 5** |  |  |
| **Week 6**  |  |  |
| **Post Launch** |  |  |