|  |  |  |  |
| --- | --- | --- | --- |
| Campaign Name:  |  | Start Date: |  |
| Campaign Objective: |  | End Date: |  |

1. What business objective does this marketing campaign support?

|  |
| --- |
|  |

2. How will the outcome of this campaign impact your sales funnel?

|  |
| --- |
|  |

3. Will this campaign generate immediate sales?

|  |
| --- |
|  |

4. What is your revenue objective?

|  |
| --- |
|  |

5. How many sales do you need to reach your desired revenue?

|  |
| --- |
|  |

6. What tactics will you use to execute your campaign?

|  |  |  |
| --- | --- | --- |
| * Social Media
* Email
* Direct Mail
 | * Paid Search
* Local Cable TV
* Local Network TV
 | * Radio
* Out-of-home/Billboards
* Inbound Marketing
 |

7. Where do these tactics fall on your sales funnel?

|  |
| --- |
| <Check that this answer aligns to the answer in questions #4, if it doesn’t revaluate your tactics.> |

8. How do these tactics ladder back to revenue streams?

|  |
| --- |
|  |

9. Write your SMART Objective Here:

|  |
| --- |
| <Use the answers to each question above to develop a concise SMART objective that combines the premise behind each answer.> |

**Metrics Tracker:**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Metric** | **Benchmark** | **Week 1** | **Week 2** | **Week 3** | **Week 4** | **Incremental Lift** |
| Site Traffic |  |  |  |  |  |  |
| Form Leads |  |  |  |  |  |  |
| Phone Calls |  |  |  |  |  |  |
| Store Traffic |  |  |  |  |  |  |
| Likes |  |  |  |  |  |  |
| Shares |  |  |  |  |  |  |
| Clicks |  |  |  |  |  |  |

\*Benchmarks establish current trends to compare campaign generated results

\*\*Incremental lift is the difference between results and your benchmark. It represents results you would not get without running your campaign.