

Campaign Planning Outline

Plan your campaign objectives, identify your target audience, map out your campaign strategy and record your analytics.

STEP 1

Campaign Objective *Keep it clear and concise.*

Specific Targeted Goal *Keep it specific and measurable.*

STEP 2 Targets

Phase of Education

Type of Establishment

Job Roles

Area / Region

STEP 3 Campaign Plan *A long-term campaign works best.*

Campaign	Send Date	Campaign Focus	Call to Action
Email 1	/ /		
Email 2	/ /		
Email 3	/ /		
Email 4	/ /		

💡 Call to Action Ideas: 'Download my free resource now', 'Click here to look at our products', 'Get in touch today', 'Book my free trial now'

STEP 4 Campaign Content

• Your company name 10:22 >
Subject Line
Preview Text

What the recipient will see before opening the email.

Subject Line

Preview Text

New message

Header Text

Greeting text & Personalisation

Main Intro

Main CTA Text

Main Copy

Your email layout.

Header Text

Greeting Text & Personalisation

Main Intro

Main CTA Text

Main Copy

STEP 5 Campaign Analytics

Campaign	Open Rate	Click Rate	Most Popular Link
Email 1	%	%	
Email 2	%	%	
Email 3	%	%	
Email 4	%	%	