Campaign planning worksheet

BrassPollen | A printable planning aid

01 / Audience:

Best-fit company

_____

Decision-maker

_____

Need, trigger, or buying context

_____

02 / Growth goal:

Business outcome

_____

Current baseline

_____

Target

_____

Timeframe

_____

03 / Campaign priorities:

Offer or message to test

_____

First channel or activity

_____

Signal to review

_____

Print this page to write by hand. This worksheet does not save your responses.

Next step: Return to BrassPollen online and use the inquiry form to discuss your campaign.