Sample Marketing Campaign - Ver 1.1 Dates Covered

Date	Promotion/Event	Туре	Audience	Stage	Purpose	Measurement	Cost
			These are the				
			audiences you are				How much
When this			trying to reach with	What stage of development is			does it
will happen.	What is happening?	What kind of tactic is this?	the tactic.	this tactic in?	Why are you doing this tactic?	How are you going to measure this tactic?	cost?
						Example:	
	Optional Examples:		Examples:		Example:	Website Launch: Google Analytics and email	
	Website Launch	Examples:	Students, Parents of	Examples:	The website will contain all the relevant	newsletter signups	
	Email Announcement	Web	Students, Grad	Concepting with agency	information for our program. Students will	Email Announcement: Open Rate and Click-	
	Social Media Push	Email	Students, Faculty,	In production due to launch 11-	visit the website and learn more about the	through Rate	
	Google Ads	Event	Prospective Faculty,	10-10	program, share it with friends and sign up for	Social Media: Facebook Share, Twitter	Example:
10-Nov-10	Media Blitz	Advertising	Staff, General Public	Completed	our email newsletter.	Retweets	\$10,000
					This website will showcase our work and how		
					we do it. It will have educational pieces		
					where people can learn communications and		
					marketing. It will also drive people to our	Google Analytics, Contact Form Submissions,	Wouldn't
	Website Launch -		Staff, Faculty,	Should be completed by the	Linkedin Community. Visitors will also learn	Click-throughs to our Conductor.nd.edu and	you like to
15-Nov-10	agency.nd.edu	Web	Students	15th - 90% done	about our staff and their personalities.	our blogs.	know?
			Campus		This social media announcement will be put		
17-Nov-10	Linkedin Community	Social Media	Communicators	Use promo copy - 100%	into the Linkedin Community by Don S.	Comments	\$0.00
•			Staff, Faculty,	Promo copy to Gail by no later	This email announcement will help drive		
22-Nov-10	The Week	Email	Students	than 11/15/10.	people to the website.	Click-throughs via Gail.	\$0.00
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