**Editable Integrated Marketing Campaign (IMC) Template**

**Insert your company name of logo here**

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| GoalThis should link to the Communication and Marketing Objectives | * *What is the actual purpose of your campaign?*
* *Are you trying to generate leads, build awareness, strengthen brand affinity, retain customers, or make sales?*
* *Win market share vs. a competitor?*
 |
| **Audience** | * *Who are you creating your campaign for?*
* *Which audience do you want to reach?*
* *How does your target audience use a competitor product/service?*
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| **Message / Storytelling** | * *What is the story you want to tell?*
* *If you had to summarise your marketing campaign, how would you do it?*
* *How does your message/story differentiate your brand from your competitors?*
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| **ChannelsFocus on future strategies** | * *What channels will be most relevant for your integrated campaign? (e.g. paid, television, print, social media, out of home, cinema, third-party partners, etc.)*
* *Where are your competitors advertising?*
 |
| **Content** | * *What assets will you need?*
* *What marketing content / deliverables are required for the campaign? (e.g. display ad, mobile app, eBook, whitepaper, TVC, webinar, infographics, content marketing etc.)*
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| **Resources** | * ***Team*** *- Who needs to be involved to ensure each part of the campaign is executed properly and delivered on time?*
* ***Timeline*** *- When is each asset/deliverable due? Are the deliverables going to be rolled out simultaneously, or staggered?*
* ***Budget*** *– What is your budget for the campaign and how is it being allocated?*
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| **Workflow** | * *Who needs to be involved in the execution of each task and in what order?*
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| **Measurement** | * *Which key performance indicators (KPIs) will you use to measure success?*
* *When do you expect to see the results of the campaign?*
* *Is there an ROI goal?*
* *Once the campaign has gone live, how will you track performance, and know you’ve been successful?*
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**Content source:** [**NewsCred**](https://view.officeapps.live.com/op/embed.aspx?src=https://s3.amazonaws.com/files.newscred.com/e0eb7fd87528932b19773dd5ca32d941)**.** **An example of an Integrated Marketing Campaign Plan Template.**