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

**Insert your company name of logo here**

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| Goal  This 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?* |
| **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?* |
| **Channels Focus 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.)* |
| **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?* |
| **Workflow** | * *Who needs to be involved in the execution of each task and in what order?* |
| **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?* |

**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.**