



# MARKETING CAMPAIGN ROADMAP

A campaign roadmap is essential for team alignment, coordination, and measuring performance. Here's a guide of what to include to ensure you stay on track.

## 1 Planning

- Define campaign objectives
- Identify target audience (and marketing channels)
- Confirm key messaging
- Set KPIs to measure success.

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## 2 Content ideation & creation

- Set timeline for content creation
- Refine key messages to make them audience friendly
- Develop compelling copy and design that reflects audience interests and campaign key messages.

## 3 Implementation

Ensure campaigns are scheduled at least a few days in advance and check that they've gone live at desired time.

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## 4 Monitoring & optimisation

- Monitor campaign performance daily (for short-term campaigns) or weekly (for long-term campaigns)
- Optimise strategies to improve results, keeping notes of what is working and what isn't
- Pay attention to data variables such as content types, most active days of campaign, contextual information (e.g. busy time of year = increased competition).

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## 5 Reporting & analysis

- How campaign performance stacks up against initial KPIs
- Generate key learnings for future campaigns.

## 6 Team reflection

- Gather feedback from your team on strengths and opportunities to improve
- Set aside time to discuss feedback together, summarising insights into key takeaways to build on.

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**Note:** This outline is a comprehensive guide for planning and executing your campaign. Customise it according to your specific objectives, target audience, and resources. Ensure clear communication and collaboration among all departments involved in the campaign to achieve desired results effectively.