**MARKETING CAMPAIGN GANTT CHART EXAMPLE**

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| PROJECT TITLE | PROJECT MANAGER | COMPANY NAME | DATE |
| Project Alpha | John K. | Weller Corp. | MM/DD/YY |

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|  |  |  |  |  |  | **PHASE ONE** | **PHASE TWO** | **PHASE THREE** | **PHASE FOUR** | **PHASE FIVE** | **PHASE SIX** |
| **TASK ID** | **TASK** | **% DONE** | **ASSIGNED TO** | **START DATE** | **END DATE** | **WEEK****1** | **WEEK****2** | **WEEK****3** | **WEEK****4** | **WEEK****5** | **WEEK****6** | **WEEK****7** | **WEEK****8** | **WEEK****9** | **WEEK****10** | **WEEK****11** | **WEEK****12** | **WEEK****13** | **WEEK****14** | **WEEK****15** | **WEEK****16** | **WEEK****17** | **WEEK****18** |
| 1 | Project Conception and Initiation |  |   |  |   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 1.1 | Establish Goals | 100% |  Leon W. | MM/DD/YY | MM/DD/YY |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 1.1.1 | Determine Target Audience | 100% |  Kylie R. | MM/DD/YY  |  MM/DD/YY |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 1.2 | Develop Creative Concept | 90% |  Pete S. | MM/DD/YY  |  MM/DD/YY |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 1.3 | Identify Marketing Channels | 40% |  Steve L. | MM/DD/YY  |  MM/DD/YY |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 1.4 | Budget and Financial Projection | 70% |  Allen W. | MM/DD/YY  |  MM/DD/YY |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 1.5 | Set up Campaign Calendar | 60% |  Malik M. | MM/DD/YY  |  MM/DD/YY |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 1.6 | Creative Brief | 50% |  Malik M. |  MM/DD/YY |  MM/DD/YY |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 2 | Creative Development |  |   |   |   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 2.1 | Message Planning | 5% |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 2.2 | Create Marketing Assets | 30% |   |   |   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 2.3 | Gather Customer Testimonials | 0% |   |   |   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 2.4 | Other | 0% |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 3 | Promotion Plan |  |   |   |   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 3.1 | Email Campaign | 0% |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 3.2 | Social Media | 0% |   |   |   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 3.2.1 | Sales Outreach | 0% |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 3.2.2 | Press Release | 0% |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 3.3 | Print Advertising | 0% |   |   |   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 3.3.1 | Other | 0% |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 4 | Project Performance / Monitoring |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 4.1 | Project Objectives | 0% |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 4.2 | Quality Deliverables | 0% |   |   |   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 4.3 | Effort and Cost Tracking | 0% |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 4.4 | Project Performance | 0% |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 5 | Launch | 0% |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 5.1 | Channel A | 0% |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 5.2 | Channel B | 0% |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 5.3 | Channel C | 0% |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 5.4 | Channel D | 0% |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 6 | Measurement | 0% |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 6.1 | Key Metrics Channel A | 0% |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 6.2 | Key Metrics Channel B | 0% |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 6.3 | Performance Evaluation | 0% |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 6.4 | Plan Refinement | 0% |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 6.1 | Key Metrics Channel A | 0% |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

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