**ONE-PAGE MEDIA PLAN
TEMPLATE EXAMPLE**

|  |  |
| --- | --- |
| CAMPAIGN GOAL |   |
| WHAT THE CAMPAIGN WORKS TO ACHIEVE |  Project Alpha content marketing and media plan goals... |
|  |  |  |
| CALL TO ACTION |   |   |
| WHAT THE AUDIENCE IS ASKED TO DO |  Decide on a realistic audience and if your audiences are multiple or just one. What are you asking your audience to do? |
|  |  |  |
| CAMPAIGN CALENDAR |   |
| START DATE |  MM/DD/YY |
| END DATE |  MM/DD/YY |
| PRE-CAMPAIGN PROMOTION RELEASE DATES |  MM/DD/YY |
| PEAK DATES |  MM/DD/YY |
| SCHEDULED FOLLOW-UP POST DATES |  MM/DD/YY |
|  |  |  |
| SOCIAL MEDIA PLATFORMS |   |
| **PLATFORM** | **PRIMARY** | **SECONDARY** |
| FACEBOOK | X |  |
| TWITTER |  | X |
| LINKEDIN | X |  |
| YOUTUBE | X |  |
| INSTAGRAM | X |  |
| SNAPCHAT |  | X |
| PINTEREST |  | X |
| TIKTOK |  | X |
| OTHER |  |  |
| OTHER |  |  |
|  |  |  |
| DIGITAL ASSET MANAGEMENT |   |
| **ASSET** | **LINK** | **DESCRIPTION** |
| LANDING PAGE |  SMARTSHEET.COM |  |
| WEB FORM - E-COMMERCE |   |  |
| WEB FORM - DONATION / PETITION |   |  |
| WEB FORM - EMAIL SIGNUP |   |  |
| GRAPHICS |   | Connect with the design dept. |
| VIDEOS |   | Connect with the communications dept. |
| USER-GENERATED CONTENT |   |  |
| EARNED / PAID MEDIA |   |  |
| OTHER |   |  |
| OTHER |   |  |
|  |  |  |
| METRICS |   |   |
| **METRIC** | **GOALS** | **TRACKING TOOLS** |
| PURCHASES / DONATIONS |  $20,000 | Metrics tracker - Excel worksheet |
| EMAIL ADDRESSES GATHERED |   | Google Sheets document - developed by Marketing team B. |
| PETITION / PLEDGE SIGNATURES |   |  |
| WEB VISITS / CLICK-THROUGHS |   |  |
| USER-GENERATED CONTENT SUBS |   |  |
| SOCIAL ENGAGEMENT |   |  |
| NEW USERS |   |  |
| EXPANDED AUDIENCE |   |  |
| OTHER |   |  |
| OTHER |   |  |
|  |  |  |

|  |  |
| --- | --- |
| PROMOTIONAL PLAN |   |
| **CONTACT** | **NOTES** | **PITCH** |
| JOURNALISTS |   |   |
| BLOGGERS |   |   |
| SOCIAL MEDIA INFLUENCERS |   |   |
| SOCIAL MEDIA INTERACTORS |   |   |
| PEERS AND PARTNERS |   |   |
| CROSS PROMOTIONS |   |   |
| OTHER |   |   |
| OTHER |   |   |
| OTHER |   |   |
| OTHER |   |   |

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