

A social media campaign is a specific, dedicated marketing effort utilized to increase the success of a particular promotion. This sheet can be used two ways. Answer the questions below to either:

1

Help prepare your next campaign

or

2

Analyze your most recent campaign to identify future improvements

## Setting Goals:

What is/was the purpose of this campaign? How can/will I measure success? What is the timeline?

## Research:

Are my competitors running similar campaigns and if so, how do I stand out?

## Content Planning:

What kinds of posts do I need? Which platform(s) will I use? Do I need an incentive?

## Advertising:

What is the advertising budget and how will I allocate it among different ad types?  
Which platform(s) generate the best ROI?

## Cross-Promotion:

How necessary is earned media to the campaign's success?  
Can I work with influencers and partners to increase the campaign's ROI?

## Analysis:

How did the campaign perform compared to the original goals? Regarding content, what did and did not work?  
Are there any trends in Google Analytics that can help the next campaign? *If you are using this worksheet to review a previous campaign, you can complete this section now. If this is for a future campaign, be sure to do this step once it's over!*

Campaigns will always generate a higher Return on Investment (ROI) when you have a strategic plan in place from the very beginning. Good luck!