# Campaign Battle Card

| Campaign Name: | | Timing: Month/Quarter: |
|---|---|---|
| **Strategy/Purpose:** | | **Campaign Type:** |
| | | **Program Type/Objective:** *Select 1-2* |
| | | **Channels:** |
| | | **Media Spend & Data Acquisition Budget:** |
| | | **Target Impact:** |

**Campaign Theme:**

**Key Message:**

| Target Audience: | Verticals: | Roles/Titles/Department: | Persona: | Exclusions/Other: |
|---|---|---|---|---|
| | | | Buying Cycle Stage: | |

| **High Level Timeline** | | **Key Contacts** | |
|---|---|---|---|
| Desired Launch Date | | Client Contact | |
| Milestones | | Strategist | |
| | | Campaign Manager | |
| Dependencies | | MAP Builder | |
| | | Inbound/Web | |
| SLAs | | Creative | |
| | | IT Support | |

# Campaign Battle Card

| Inbound Media: | | Marketing Automation Platform: | |
|---|---|---|---|
| **Channels:** | **Budget:** | **Number of Emails:** | **Number of Landing Pages:** |
| **Ad types:** | **KPIs:** | **Number of Forms:** | **Target List Source and Count:** |

**Campaign Phases** – *For each phase, describe main channel and offer to help describe the overall campaign experience for the target audience.*

| **Engagement 1** | **Engagement 2** | **Engagement 3** | **Engagement 4** |
|---|---|---|---|
| Channel:<br>Offer: | Channel:<br>Offer: | Channel:<br>Offer: | Channel:<br>Offer: |

**PEDOWITZ**
GROUP