



# Campaign Content Planning Worksheet

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NAME OF CAMPAIGN/EVENT

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DATE OF CAMPAIGN/EVENT

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90 DAYS OUT DATE

## Step 1: Build Event Landing Page

All of your marketing efforts will point back to this page so it needs to come first. Make it the end-all, be-all resource for your event, spelling out all pertinent details including:

**WHO:**

**WHERE/WHEN:**

**CTA(S):**

**WHAT:**

**WHY:**



**ADDITIONAL LANDING PAGE POINTS TO CONSIDER:**

- Add sign up form                       Add Countdown Timer

What creative assets can you incorporate? Photos, video?

## Step 2: Create Marketing Assets (must haves)

Build a library of campaign assets to be used across platforms, ensuring that there is consistency between imagery, copy, branding, etc. Use this space to brainstorm content ideas:

**EMAIL:**

**PAID SEARCH:**

**OTHER:**

**SOCIAL MEDIA:**

**BLOG:**

## Step 3: Posting Schedule



Once you have your assets, you'll know what you can post and where. Use the sample content posting schedule below to visualize the frequency and platforms you'll use for your campaign.

|             | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY |
|-------------|--------|---------|-----------|----------|--------|----------|--------|
| EMAIL       |        |         |           |          |        |          |        |
| FACEBOOK    |        |         |           |          |        |          |        |
| INSTAGRAM   |        |         |           |          |        |          |        |
| PAID SEARCH |        |         |           |          |        |          |        |
| BLOG        |        |         |           |          |        |          |        |