

# Multi-channel Marketing Plan Worksheet

Multi-channel marketing helps reach customers through multiple channels such as social media, websites, email, and in-person opportunities. This allows you to meet your customers where they are, with the content they want to see. Use this worksheet to help you put together your multi-channel marketing plan.

**Campaign name**

**Target audience**

**Overall marketing goal**

**What is your campaign timeline?**

**What is the tone of your campaign?**

**What is your marketing message (what's the takeaway)?**

**What overall data points will you use to measure success?**

# Marketing Channels

Before you begin to plan your content, pick 2 or more channels you'll use to reach and engage future customers. Then, set your goals, timeline, and identify any key metrics you'll track to determine success.

Channel	Goal	Timeline	Key metrics
Example: Social	To promote the sale of my mini photo sessions	One month	CTR, Conversion Rate
Social			
Email			
SMS			
Website			
Other			

## Channel Content: **Announce**

Use the content here to launch your campaign via multiple platforms.

Channel	Content 1	Content 2	Content 2
Example: Social	We're working on our mini photo sessions and we can't wait to share them. Sign up for our newsletter to be the first to know when they launch!	Looking to book your family photos? Signup for our mini photo sessions, they launch tomorrow!	They are here! Our mini photo sessions are available. Book now!
Social			
Email			
SMS			
Website			
Other			

## Channel Content: Remind

Use the content here midway through your campaign to remind your audience of your campaign and keep it top of mind.

Channel	Content 1	Content 2	Content 2
Example: Social	Have you booked your mini photo session yet? Secure your spot today!	[Customer quote about their family photo session]. Be like [customer] book your session now.	Check out these behind-the-scenes clips from last year's minis. We had so much fun!
Social			
Email			
SMS			
Website			
Other			

## Channel Content: Last chance

As your campaign comes to a close, you want to drive urgency. Use the content here to offer your audience one last opportunity to participate.

Channel	Content 1	Content 2	Content 2
Example: Social	The clock is ticking. Last day to book your mini photo sessions is Friday!	Only a few spots left! Be sure to book your mini session before they are gone.	Don't forget! Today is the last day to book your family mini session. Contact us to book.
Social			
Email			
SMS			
Website			
Other			