

Mini Digital Marketing Campaign

Planning Sheet

LLCIS+
Erasmus+ Project

1 TARGET AUDIENCE

Who do you want to reach?

2 CAMPAIGN OBJECTIVE

3 PLATFORM

Which platform will you use?

☐ Instagram ☐ Facebook ☐ LinkedIn ☐ TikTok ☐ YouTube ☐ Other...

4 KEY MESSAGE

5 CALL TO ACTION

6 PUBLICATION DATE & TIME

Date: _____

Time: _____

7 INDICATORS TO MONITOR

Tick what you will track.

- ☐ Reach
☐ Clicks
☐ Engagement

8 SOCIAL MEDIA POST

Create one social media post using Adobe Express.

FINAL PRODUCT

Mini Digital Marketing Campaign = Campaign Plan + Social Media Post