

CAMPAIGN TITLE

LAUNCH DATE:

OBJECTIVE:

- Key goals of campaign

TARGET MARKET:

- Event Attendees (XXX+)
- Current Members (1350+)

OPPORTUNITY:

- Potential outreach

RECOMMENDATION:

Based on analysis, what would be the optimal messaging.

STRATEGY & ANALYSIS:

- Key factors to consider

KEY MESSAGING:

1. Primary Message
 - Possible tagline
2. Secondary Focus
 - Possible tagline
3. Tertiary Message
 - Possible tagline

CHANNELS:



Twitter



Facebook



Instagram



LinkedIn



AdWords



Newsletter



Email



Surveys



Video



GNCC.ca



Websites



Print

BUDGET:

KPI'S: TBD