



Comprehensive Quarterly Marketing Campaign Strategy



Aligning Objectives, Creative Execution, and Performance Metrics for
Measurable Growth



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Quarterly Plan Pitch: Let's Make It Go Brrr



Role of the Presenter

Creative Director pitching a campaign strategy (with snacks optional)



Objective of the Pitch

Align on objectives, audience, creative, channels, budget, and success metrics



Promise to the Audience

A clear plan you can defend in a meeting without crying

Campaign Objective (What We're Trying to Win)



Primary objective

Drive measurable growth (awareness, leads, or sales—pick your weapon)



Secondary objective

Improve brand momentum and conversion quality



Success definition

The outcome we'll track with KPIs, not vibes

Target Audience & Personas (Who We're Teasing)



Persona A: The 'Need-It-Now' buyer

pain point, motivation, preferred content



Persona B: The 'Show-Me-Proof' evaluator

objections, decision triggers, channels



Persona C: The 'Brand-Feels-Right' supporter

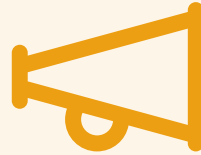
values, community behavior, best hooks

Competitive Analysis (Their Playbook, Our Plot Twist)



Key Competitors

What they emphasize, where they're strong, where they're oddly weak



Messaging Gaps

Opportunities to own a clearer promise and a sharper tone



Differentiation

How our creative angle wins attention and drives action

Big Creative Idea (The One-Liner That Slaps)



Core concept

A single memorable idea that shows up everywhere (like a catchy jingle)



Creative promise

What the audience gets—benefit, emotion, and proof



Signature executions

Formats we'll scale (short videos, static ads, email moments)

Multi-Channel Execution Plan (Social, Email, PPC)

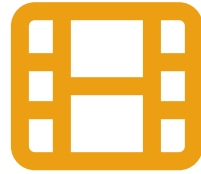


Content Strategy (What We Make, Why It Works)



Content pillars

3 themes that map to personas and funnel stages



Creative assets

Video, carousel, landing pages, email modules, and UGC-style content



Distribution rhythm

Cadence by channel so we're not posting once and disappearing

Budget Allocation (Spend Like a Pro, Not a Mystery)



Total Budget

Total Budget

Amount allocated across channels with a clear rationale



Channel Splits

100%

Percentages for Social, Email, and PPC based on funnel impact



Reserve

Reserve Fund

Contingency for testing new creatives and fixing what breaks (because it will)

KPIs & Project Timeline (When We Win, and When We Move)

