

Black Friday or Seasonal IMC Campaign Planning Template

1. Campaign Overview

- **Campaign Name:** [Your Campaign Title]
- **Season/Occasion:** Black Friday, Christmas, New Year, etc.
- **Campaign Duration:** Start Date - End Date

- **Main Goal:** (e.g., Increase sales, brand awareness, customer engagement)
- **Target Audience:** (Demographics, interests, behaviors)
- **Key Message:** (What do you want to communicate?)
- **Unique Selling Proposition (USP):** (Why should customers choose you?)

2. Budget & Resource Allocation

- **Total Campaign Budget:** \$
- **Marketing Channels & Budget Allocation:**
 - **Paid Ads (Google, Social Media) - \$**
 - **Influencer Marketing - \$**
 - **Email Marketing - \$**
 - **Offline Promotions - \$**
 - **Other - \$**
- **Team Responsibilities:** (Who handles what?)

- **Tools & Platforms: (CRM, automation tools, analytics, etc.)**

3. Integrated Marketing Channels & Strategies

- **Paid Advertising: (Google Ads, Facebook Ads, Instagram, TikTok, LinkedIn, etc.)**
- **Content Marketing: (Blog posts, social media posts, videos, infographics)**
- **Email Marketing: (Newsletter, promotional emails, personalized offers)**
- **Social Media Engagement: (Hashtags, challenges, giveaways, influencer collaborations)**
- **Website & Landing Page Optimization: (Pop-ups, exclusive Black Friday deals, lead capture forms)**

- **SEO Strategy: (Targeted seasonal keywords, optimized content, backlinks)**
- **Public Relations (PR): (Press releases, media coverage, partnerships)**
- **Offline Marketing (if applicable): (Events, flyers, in-store promotions)**

4. Content & Creative Plan

- **Ad Creatives & Copies: (Headline, body text, CTA)**
- **Visual Assets: (Images, videos, banners)**
- **Posting Schedule & Content Calendar:**
 - **Week 1: Teasers & Early Promotions**
 - **Week 2: Countdown & Sneak Peeks**
 - **Week 3: Full Campaign Launch**

- **Week 4: Last-Chance Deals & Follow-Ups**
- **User-Generated Content (UGC):**
(Encourage customers to share experiences)

5. Customer Engagement & Support

- **Chatbots & Live Support:** (Prepare for high inquiry volumes)
- **Loyalty Programs & Exclusive Offers:**
(Early access for VIP customers)
- **Customer Feedback & Reviews:**
(Encourage reviews & testimonials)
- **Crisis Management Plan:** (How to handle complaints, delays, or issues)

6. Measurement & Performance Tracking

- **Key Performance Indicators (KPIs):**
 - **Website Traffic**
 - **Conversion Rate**

- **Social Media Engagement**
- **Email Open & Click-Through Rates**
- **ROI on Ad Spend**
- **Analytics Tools: (Google Analytics, Facebook Insights, Email Marketing Reports)**
- **Post-Campaign Analysis: (What worked? What needs improvement?)**

7. Post-Campaign Follow-Up & Retention

- **Retargeting Strategy: (Re-engage cart abandoners, upsell, cross-sell)**
- **Customer Thank You Campaigns: (Personalized emails, special offers)**
- **Loyalty & Referral Programs: (Encourage repeat purchases)**
- **Future Planning Notes: (Lessons learned, adjustments for next campaign)**

Use this Black Friday or Seasonal IMC Campaign Planning Template to streamline your strategy, maximize impact, and drive results during peak shopping seasons!

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