

## 1.) OVERALL CAMPAIGN OBJECTIVE

- A. What is the overall purpose of the campaign?
- B. What specific ACTION do we want the prospects/students to do?

## 2.) TARGET AUDIENCE(S)

- A. Who is/are the target audience(s)?
- B. How many different segments will there be?
- C. What is the expected total quantity of the Mail File? Quantity of each segment?

## 3.) MEDIA CHANNELS

- A. What media channels will be used to promote this campaign?  
 Direct Mail  Email  SMS Text  QR Codes  Website Banner Ads  Social Media  Space Ads  
 Others:
- B. What is the order of multi-channel touches that the prospects will receive?  
*i. EXAMPLE: Direct Mail → Email follow-up #1 → Email follow-up #2 → SMS reminder*

## 4.) KEY MESSAGING

- A. What is the single most important message to be communicated?
- B. What are other key messages?

## 5.) COPY & CREATIVE CONTENT

- A. Who will provide the Copy and Creative elements for the campaign (check all that apply)?
  - i.  Admissions dept.
  - ii.  Marketing/Communications dept.
  - iii.  Third Party Partner (specify which elements they will be responsible for)
  - iv.  Copy and Content will be based on a previous campaign (please specify campaign)

## 6.) LANDING SITE

- A. What are the top 3 choices for Domains for the Landing Site?
- B. How many pages will there be in the Landing Site?  
*i. EXAMPLE: 4-Page Site: Welcome Page → Survey Page → Profile Page → Thank You Page*
- C. How many different versions of the above pages will there be?  
*i. EXAMPLE: Welcome Page = 2 versions  
Survey Page = 1 version  
Profile Page = 1 version  
Thank You Page = 3 versions*
- D. Where will respondents be directed once they have completed the Landing Site?
- E. Does there need to be a Generic Version of the Landing Site?
- F. What are the most important Metrics to track?
- G. Who will receive real-time lead reports via email?
- H. How many different "Thank You" Email Triggers will there be?

## 7.) KEY DATES

- A. When does the Landing Site Need to be live? For how long?
- B. What are the Launch Dates for each touch point?  
*i. EXAMPLE: Direct Mail Announcements = May 2<sup>nd</sup>  
Email Follow-up #1 = May 10<sup>th</sup>  
Email Follow-up #2 = May 19<sup>th</sup>  
SMS Text Reminder = May 23<sup>rd</sup>*