



THE 3 PHASES OF  
PLANNING A  
MARKETING  
CAMPAIGN

|  
*Free Guide*

THE WYRICK OUTLOOK, INC



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# THE 3 PHASES OF PLANNING A MARKETING CAMPAIGN

Behind every successful marketing campaign is one thing: **good strategy.**

In this guide we will break down each phase of planning a successful marketing campaign, and items to lock down along the way.

	<b>EXECUTING THE CAMPAIGN</b>
<b>PHASE 1: PLANNING</b>	<ul style="list-style-type: none"><li><input type="checkbox"/> NAME THE CAMPAIGN</li><li><input type="checkbox"/> PLAN INITIAL DETAILS</li><li><input type="checkbox"/> ALIGN ON DATES</li><li><input type="checkbox"/> LOCK IN BUDGET</li><li><input type="checkbox"/> HIGHLIGHT GOALS</li><li><input type="checkbox"/> CHANNEL PROMOTION</li></ul>
<b>PHASE 2: ACTION ITEMS</b>	<ul style="list-style-type: none"><li><input type="checkbox"/> OUTLINE TASKS LEADING UP TO THE CAMPAIGN</li><li><input type="checkbox"/> OUTLINE TASKS DURING CAMPAIGN</li><li><input type="checkbox"/> OUTLINE TASKS IMMEDIATELY FOLLOWING</li></ul>
<b>PHASE 3: FOLLOW- UPS</b>	<ul style="list-style-type: none"><li><input type="checkbox"/> RATE THE OVERALL SUCCESS OF CAMPAIGN</li><li><input type="checkbox"/> HIGHLIGHT WINS AND SUCCESSES</li><li><input type="checkbox"/> NOTE ANYTHING TO TWEAK FOR NEXT TIME</li></ul>

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