

## Photographer Marketing Campaign Action Plan Sheet

### Campaign Title

### Description of Campaign

A short paragraph outlining exactly what's involved.

### Target Market

Are you aiming your campaign at a specific target market.... if so which one?

### Target for Campaign

This can be anything from increasing website traffic to financial targets.

### Time Frame - Set Up

How long will it take you to put all of the components of your campaign together and more importantly when you intent to do that.

### Time Frame - Campaign in Action

Is there a start and finish date for your campaign or any other time you'll have spend working on it?

### Costs – Set Up

Quite simply what are the initial set-up costs.

### Costs – Ongoing

Are they any ongoing costs for your campaign?

### Tracking

What systems you have in place to track the effectiveness of the campaign? This should measure the target for your campaign.

### Feedback

How will you be measuring and recording feedback for your campaign?

### Other Companies/People involved

Does the campaign require any outsourcing?

### Other Campaign Notes