**Vol-gas Marketing x Van de Beek Auto**

Module 1: Marketing Plan Briefing

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| Section | Answer | Tips |
| **Campaign Objectives** |  | What is the primary purpose of the campaign? What do you aim to accomplish by initiating the campaign? |
| **Target Audience** |  | Who is your target audience? What demographic are you trying to reach? |
| **Key Message** |  | What do you want to say? What is the campaign's central narrative? What type of story are you attempting to tell? How would you sum up your marketing campaign? |
| **Communication Channels** | * Provide argumentatiton about your selection of channels (eg: Instagram, TikTok etc.) | Which medium will be most effective for your integrated marketing campaign? Which channels will you incorporate? |
| **Content** |  | What kind of assets will the campaign require? |
| **Project Team** |  | Who should be involved in the campaign to ensure that it runs smoothly? |
| **Timeline** |  | What is the campaign's timeline? When should it begin, and how long should it last? |
| **Budget** |  | What is the campaign's estimated budget? |
| **Performance**  **Metrics** | * Provide a minumum of three performance indicators per channel for a total of 4 channels. | Which metrics will be used to determine the campaign's effectiveness? When do you anticipate seeing the campaign's results? How will you monitor performance and determine success? |