

HOW TO CREATE A

MARKETING CAMPAIGN?

- 1 Understand the scope
- 2 Set clear objectives
- 3 Identify target audiences
- 4 Create a marketing campaign strategy and message
- 5 Pick your marketing channels
- 6 Set a timeline
- 7 Set a campaign budget
- 8 Establish metrics to measure success
- 9 Ask for feedback
- 10 Launch your marketing campaign

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