

CAMPAIGN PLAN TEMPLATE

TechieTreasure: The Digital Pitch – Campaign Strategy

Campaign Title



Give your campaign a short and catchy name.

Example: "Back-to-School Tech Boost"

Target Audience



Who is your campaign speaking to?

Example: Youth (13–20), eco-conscious shoppers, etc.

Campaign Goal



What is your main objective? Tick one or more.

- ☐ Raise awareness
- ☐ Increase engagement
- ☐ Drive traffic to website
- ☐ Boost sales
- ☐ Other: _____

Platform(s)



Which social media platform(s) will you use?

- ☐ TikTok
- ☐ Instagram
- ☐ Facebook
- ☐ LinkedIn
- ☐ Other: _____



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Content Format

What type of content will you create?

- ☐ Influencer video
- ☐ Product demo
- ☐ Giveaway post
- ☐ Carousel photo post
- ☐ Other: _____

Posting Plan

How often will you post? For how long?

Example: 3 Reels per week for 2 weeks

Key Performance Indicators (KPIs)

How will you measure success?

Choose up to 3.

- ☐ Views / reach
- ☐ Shares / reposts
- ☐ Likes / comments
- ☐ Link clicks
- ☐ Purchases / conversions
- ☐ Follower growth
- ☐ Other: _____



TECHIETREASURE

shop



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**IF YOUR STRATEGY IS CONVINCING,
YOU WIN THE PARTNERSHIP AND ESCAPE!**

BE CREATIVE - IT'S UP TO YOU!