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| **Campaign Name and Timeline** |
| **Strategy** |
| Why are we doing this? | What do we want to do? How will we measure success? |
| Who are we talking to? | Who are we targeting? Give a snapshot of one persona. |
| What do we know about them? | Rich description of one key insight that we can leverage. |
| What do we want them to take away? | What benefit do we offer? What promise can we make? |
| How can we make this believable? | What can we say to support this message? Do we have evidence? |
| **Channels** |
| **Acquire** | **Convert** | **Nurture** |
| Specific channel/tactic | Specific channel/tactic | Specific channel/tactic |
| Specific channel/tactic | Specific channel/tactic | Specific channel/tactic |
| Specific channel/tactic | Specific channel/tactic | Specific channel/tactic |
| **Content** |
| **Trigger** | **Compare** | **Commit** |
| Title and format | Title and format | Title and format |
| Title and format | Title and format | Title and format |
| Title and format | Title and format | Title and format |
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