

Campaign Goal Sheet

Give one promotion a clear purpose before choosing the traffic source or writing the ad.

Audience

Who is this for right now?

Useful problem

What specific problem or confusion does the campaign address?

Destination

Where will the visitor land, and has that page been tested?

One promise

What useful and supportable outcome does the message explain?

One next action

What should the visitor do after understanding the message?

Review point

When will you review the campaign, and which signals will you record?

BEGINNER NOTE

A campaign does not need to do everything. One audience, one useful message and one next action are enough for a controlled first test.