

Integrated Marketing Communications Campaign Outline

Date: [Insert Date]

To: [Recipient's Name]

From: [Your Name]

Subject: Campaign Outline for [Campaign Name]

1. Executive Summary

[Brief overview of the campaign goals and objectives.]

2. Situation Analysis

[Analysis of the current market situation, including SWOT analysis.]

3. Target Audience

[Description of the target audience, including demographics and psychographics.]

4. Campaign Objectives

[Specific, measurable objectives to achieve during this campaign.]

5. Key Messages

[Main messages to convey through the campaign.]

6. Communication Channels

[List of integrated channels to be used in the campaign, such as social media, email, etc.]

7. Budget

[Estimated budget for the campaign, broken down by channel.]

8. Evaluation Metrics

[Metrics for measuring the success of the campaign.]

9. Timeline

[Outline of the campaign timeline, including key milestones.]

10. Conclusion

[Final thoughts and a call to action for the recipient.]

Sincerely,

[Your Name]

[Your Position]

[Your Contact Information]