

Omni-Channel Marketing Campaign Briefing

Date: [Insert Date]

To: [Recipient's Name]

From: [Your Name]

Subject: Omni-Channel Marketing Campaign Briefing

Campaign Overview

We are excited to brief you on our upcoming omni-channel marketing campaign aimed at increasing brand awareness and customer engagement across multiple platforms.

Campaign Objectives

- Increase website traffic by 30% over the next three months.
- Boost social media engagement by 50% through targeted content.
- Drive in-store foot traffic by 20% via localized promotions.

Target Audience

Our primary audience consists of [Describe Target Audience], with a particular focus on demographics such as age, location, and interests.

Key Channels

- Email Marketing
- Social Media (Facebook, Instagram, Twitter)
- Search Engine Marketing
- In-Store Promotions
- Content Marketing

Timeline

The campaign is scheduled to launch on [Launch Date] and will run through [End Date].

Budget Overview

The estimated budget for the campaign is [\$Amount]. This includes costs for advertising, production, and promotions.

Next Steps

Please review this briefing and share your feedback by [Feedback Due Date]. We will finalize the plan in our upcoming meeting scheduled for [Meeting Date].

Thank you for your attention, and we look forward to your insights!

Best regards,
[Your Name]
[Your Position]
[Your Company]