

# Internal Communication: Seasonal Campaign Goals

Dear Team,

As we approach the upcoming seasonal campaign, I want to share our key goals and initiatives to ensure we are all aligned and ready to make this campaign a success.

## Campaign Goals

- Increase brand awareness by 30% through strategic marketing efforts.
- Achieve a 15% growth in sales compared to last season.
- Engage with at least 10,000 customers across all digital platforms.

## Key Initiatives

- Launch targeted social media ads beginning next week.
- Implement a customer referral program to encourage word-of-mouth marketing.
- Host three in-store events to drive foot traffic and personal engagement.

We will be having a team meeting on **[insert date]** to discuss our strategies in detail and assign responsibilities. Your input will be invaluable as we work towards achieving these goals.

Thank you for your hard work and dedication. Let's make this campaign one for the books!

Best regards,  
[Your Name]  
[Your Position]