Campaign Planning Timeline

A structured calendar to map key milestones, deadlines, and deliverables for a well-executed marketing campaign.

Campaign Overview

Campaign name: ___

Objective (1-2 sentences): ___

Primary KPI: ___

Secondary KPIs: ___

Target audience: ___

Budget: ___

Campaign dates (from/to): ___

Owner / PM: ___

Stakeholders: ___

Key channels (search, social, email, web, etc.): ___

Milestones & Deadlines

Milestone	Start	Due	Owner	Dependencies	Status/Notes
Brief approved					
Media plan approved					

Messaging & creative concepts approved				
Asset production complete				
Tracking/analytics configured				
Landing page ready				
QA complete (devices/browsers)				
Legal/compliance approved				
Content calendar scheduled				
Go/No-Go meeting				
Launch				
Post-launch optimization window				

12-Week Timeline (Tracks x Weeks)

Tip: Fill in the Dates row at the top. Mark cells to indicate when work happens and add initials for owners.

Track	W1	W2	W3	W4	W5	W6	W7	W8	W9	W10	W11	W12	Notes
Dates													
Strategy & Brief													
Media Planning													
Creative Concepts													
Asset Production													
Copywriting													
Web/Landing Pages													
Analytics & Tracking													
Legal/Compliance													
QA & UAT													
Content Scheduling													
Launch													
Optimization													

Legend/Usage:	Mark cells for active work. Add initials for owner. Use Notes for risks, blockers, or approvals.
Week cadence:	Mon-Sun or Mon-Fri. Update the Dates row accordingly.

Deliverables Tracker

Deliverable	Channel	Format/Specs	Owner	Draft due	Final due	Status	Link/Location