**MARKETING PROJECT GANTT CHART PLANNER**

|  |  |  |  |
| --- | --- | --- | --- |
| PROJECT TITLE | PROJECT MANAGER | COMPANY NAME | DATE |
|  |  |  |  |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  | **PHASE ONE** | **PHASE TWO** | **PHASE THREE** | **PHASE FOUR** | **PHASE FIVE** | **PHASE SIX** |
| **TASK ID** | **TASK** | **% DONE** | **ASSIGNED TO** | **START DATE** | **END DATE** | **WEEK****1** | **WEEK****2** | **WEEK****3** | **WEEK****4** | **WEEK****5** | **WEEK****6** | **WEEK****7** | **WEEK****8** | **WEEK****9** | **WEEK****10** | **WEEK****11** | **WEEK****12** | **WEEK****13** | **WEEK****14** | **WEEK****15** | **WEEK****16** | **WEEK****17** | **WEEK****18** |
| 1 | Project Conception and Initiation |  |   |  |   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 1.1 | Establish Goals | 100% |   |  |   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 1.1.1 | Determine Target Audience | 100% |   |   |   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 1.2 | Develop Creative Concept | 90% |   |   |   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 1.3 | Identify Marketing Channels | 40% |   |   |   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 1.4 | Budget and Financial Projection | 70% |   |   |   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 1.5 | Set up Campaign Calendar | 60% |   |   |   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 1.6 | Creative Brief | 50% |   |   |   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 2 | Creative Development |  |   |   |   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 2.1 | Message Planning | 5% |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 2.2 | Create Marketing Assets | 30% |   |   |   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 2.3 | Gather Customer Testimonials | 0% |   |   |   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 2.4 | Other | 0% |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 3 | Promotion Plan |  |   |   |   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 3.1 | Email Campaign | 0% |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 3.2 | Social Media | 0% |   |   |   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 3.2.1 | Sales Outreach | 0% |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 3.2.2 | Press Release | 0% |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 3.3 | Print Advertising | 0% |   |   |   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 3.3.1 | Other | 0% |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 4 | Project Performance / Monitoring |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 4.1 | Project Objectives | 0% |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 4.2 | Quality Deliverables | 0% |   |   |   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 4.3 | Effort and Cost Tracking | 0% |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 4.4 | Project Performance | 0% |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 5 | Launch | 0% |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 5.1 | Channel A | 0% |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 5.2 | Channel B | 0% |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 5.3 | Channel C | 0% |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 5.4 | Channel D | 0% |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 6 | Measurement | 0% |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 6.1 | Key Metrics Channel A | 0% |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 6.2 | Key Metrics Channel B | 0% |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 6.3 | Performance Evaluation | 0% |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 6.4 | Plan Refinement | 0% |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 6.1 | Key Metrics Channel A | 0% |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

|  |
| --- |
| **DISCLAIMER**Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk. |