**PROJECT OUTLINE TEMPLATE EXAMPLE**

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| PROJECT NAME | PROJECT MANAGER | PROJECT LEADER |
| Brand Awareness Campaign | Sally Porter | Joe Rhodes |

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| PROJECT SUMMARY | Our recent research into brand awareness and perception showed areas of weakness in brand messaging. This marketing campaign focuses on increasing brand recognition through updated communications, especially by increasing our social media presence to triple inbound traffic within the next fiscal year. |
| PROJECT OBJECTIVES | * Increase engagement by an average of 80% per quarter, per channel, tracked by click rate and number of user comments.
* Launch four campaigns per quarter for each existing social media channel, increasing visibility (impressions and views) ten times from the current baseline.
* Drive campaign messaging based on user feedback collected from the previous quarter’s campaign to increase site retention by 25% each quarter.
* Decrease bounce rate by 20% across channels.
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| SCOPE OF WORK | * Implement updated messaging across content and campaigns.
* Create new digital marketing and advertising campaigns.
* Develop new email marketing and nurture campaigns.
* Create new social media campaigns.
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| KEY DELIVERABLES | * Updated positioning statement
* Updated messaging framework
* Updated brand strategy guidelines
* Website content
* Ad design
* Email templates
* Social media content campaigns
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| PROJECT TIMELINE | Estimated Duration: 12 months (April – March)Phase 1: Planning and strategyPhase 2: Develop action plansPhase 3: Create marketing assetsPhase 4: Implementation |
| PROJECT TEAM | ROLE | RESPONSIBILITY |
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| COMMENTS |  |

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