**[A green sign with white text

Description automatically generated](https://www.smartsheet.com/try-it?trp=11803&utm_source=integrated-content&utm_campaign=/content/media-plan-templates&utm_medium=One-Page+Media+Plan+doc+11803&lpa=One-Page+Media+Plan+doc+11803)ONE-PAGE MEDIA PLAN   
TEMPLATE**

|  |  |  |
| --- | --- | --- |
| CAMPAIGN GOAL | |  |
| WHAT THE CAMPAIGN  WORKS TO ACHIEVE |  | |
|  |  |  |
| CALL TO ACTION |  |  |
| WHAT THE AUDIENCE  IS ASKED TO DO |  | |
|  |  |  |
| CAMPAIGN CALENDAR | |  |
| START DATE |  | |
| END DATE |  | |
| PRE-CAMPAIGN PROMOTION RELEASE DATES |  | |
| PEAK DATES |  | |
| SCHEDULED FOLLOW-UP  POST DATES |  | |
|  |  |  |
| SOCIAL MEDIA PLATFORMS | |  |
| **PLATFORM** | **PRIMARY** | **SECONDARY** |
| FACEBOOK |  |  |
| TWITTER |  |  |
| LINKEDIN |  |  |
| YOUTUBE |  |  |
| INSTAGRAM |  |  |
| SNAPCHAT |  |  |
| PINTEREST |  |  |
| TIKTOK |  |  |
| OTHER |  |  |
| OTHER |  |  |
|  |  |  |
| DIGITAL ASSET MANAGEMENT | |  |
| **ASSET** | **LINK** | **DESCRIPTION** |
| LANDING PAGE |  |  |
| WEB FORM - E-COMMERCE |  |  |
| WEB FORM - DONATION / PETITION |  |  |
| WEB FORM - EMAIL SIGNUP |  |  |
| GRAPHICS |  |  |
| VIDEOS |  |  |
| USER-GENERATED CONTENT |  |  |
| EARNED / PAID MEDIA |  |  |
| OTHER |  |  |
| OTHER |  |  |
|  |  |  |
| METRICS |  |  |
| **METRIC** | **GOALS** | **TRACKING TOOLS** |
| PURCHASES / DONATIONS |  |  |
| EMAIL ADDRESSES GATHERED |  |  |
| PETITION / PLEDGE SIGNATURES |  |  |
| WEB VISITS / CLICK-THROUGHS |  |  |
| USER-GENERATED CONTENT SUBS |  |  |
| SOCIAL ENGAGEMENT |  |  |
| NEW USERS |  |  |
| EXPANDED AUDIENCE |  |  |
| OTHER |  |  |
| OTHER |  |  |
|  |  |  |

|  |  |  |
| --- | --- | --- |
| PROMOTIONAL PLAN | |  |
| **CONTACT** | **NOTES** | **PITCH** |
| JOURNALISTS |  |  |
| BLOGGERS |  |  |
| SOCIAL MEDIA INFLUENCERS |  |  |
| SOCIAL MEDIA INTERACTORS |  |  |
| PEERS AND PARTNERS |  |  |
| CROSS PROMOTIONS |  |  |
| OTHER |  |  |
| OTHER |  |  |
| OTHER |  |  |
| OTHER |  |  |

|  |
| --- |
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