

Monthly Campaign Planner

Run one simple campaign each month (instead of random marketing).

Pick ONE campaign focus for the month

Month	Campaign focus (one sentence)	Offer used	Primary channel

Message + assets

Core message	Proof (reviews/examples)	Asset needed (post/video/email)	Due date

Weekly actions (keep it simple)

Week	Action 1	Action 2	Action 3	Owner
1				
2				
3				
4				

End of month review (10 minutes)

- How many enquiries did we generate? _____
- Which channel worked best? _____
- What should we do more of next month? _____
- What should we stop doing? _____