SOP: Digital Marketing Campaign Planning and Goal Setting

This SOP describes the process of **digital marketing campaign planning and goal setting**, detailing steps for defining clear objectives, target audience analysis, budget allocation, channel selection, content strategy development, timeline creation, and performance metrics establishment. The aim is to ensure effective campaign execution that aligns with business goals and maximizes ROI through structured planning and measurable outcomes.

1. Purpose

To standardize the process for planning and setting goals for digital marketing campaigns, ensuring all campaigns are strategically aligned and performance driven.

2. Scope

This SOP applies to all marketing teams and individuals responsible for planning, executing, and measuring digital marketing campaigns.

3. Responsibilities

- **Marketing Manager:** Oversees overall campaign strategy and goal alignment.
- **Digital Marketing Specialist:** Plans and executes campaign components.
- **Content Team:** Develops content strategy and assets.
- **Analytics Team:** Defines metrics and reports performance.

4. Procedure

1. **Define Campaign Objectives**
   - Align objectives with business goals (e.g., brand awareness, lead generation, conversions).
   - Ensure objectives are SMART (Specific, Measurable, Achievable, Relevant, Time-bound).
2. **Conduct Target Audience Analysis**
   - Develop audience personas (demographics, psychographics, behavior).
   - Identify customer needs, pain points, and preferred channels.
3. **Allocate Budget**
   - Determine overall campaign budget.
   - Distribute budget by channel, creative, and paid media as appropriate.
4. **Select Channels**
   - Evaluate and choose the most effective digital channels (e.g., social media, email, search, display, affiliates).
5. **Develop Content Strategy**
   - Identify content types and formats (blog posts, videos, emails, ads, etc.).
   - Create a content calendar aligned with campaign goals and audience touchpoints.
6. **Create Campaign Timeline**
   - Define campaign launch date, key milestones, and review periods.
7. **Establish Performance Metrics**
   - Define KPIs (e.g., impressions, clicks, conversions, ROI).
   - Set up tracking and reporting mechanisms (analytics platforms, dashboards).
8. **Document and Review Plan**
   - Compile strategy documentation for team alignment.
   - Obtain stakeholder sign-off before campaign launch.

5. Timeline Example

Step	Responsibility	Duration
Define Objectives	Marketing Manager	2 days
Audience Analysis	Marketing Specialist	3 days
Budget Allocation	Marketing Manager/Finance	1 day

| Channel & Content Planning | Marketing & Content Teams | 4 days |
| Timeline & Metrics Setup | All Teams | 2 days |

6. Performance Measurement

- Track KPIs based on campaign objectives and channels.
- Review performance at predefined intervals, optimize as needed.
- Prepare and present a post-campaign report with key learnings and recommendations.

7. Revision History

Date	Version	Description/Changes	Author
2024-06-08	1.0	Initial SOP release	Marketing Ops