**MARKETING CAMPAIGN GANTT CHART TEMPLATE**

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| **ACTIVITY** | **STATUS** | **ASSIGNED TO** | **START DATE** | **END DATE** |
| PHASE 1: **PLANNING** |  |  |  |  |
| Establish Goals |  |  |  |  |
| Determine Target Audience |  |  |  |  |
| Develop Creative Concept |  |  |  |  |
| Identify Marketing Channels |  |  |  |  |
| Budget and Financial Projection |  |  |  |  |
| Set Up Campaign Calendar |  |  |  |  |
| Develop Plan for Testing |  |  |  |  |
| Creative Brief |  |  |  |  |
| PHASE 2: **CREATIVE DEVELOPMENT** |  |  |  |  |
| Message Planning |  |  |  |  |
| Create Marketing Assets |  |  |  |  |
| Gather Customer Testimonials |  |  |  |  |
| Other |  |  |  |  |
| PHASE 3: **PROMOTION PLAN** |  |  |  |  |
| Email Campaign |  |  |  |  |
| Social Media |  |  |  |  |
| Sales Outreach |  |  |  |  |
| Other |  |  |  |  |

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| **ACTIVITY** | **STATUS** | **ASSIGNED TO** | **START DATE** | **END DATE** |
| PHASE 4: **TESTING** |  |  |  |  |
| Split Testing |  |  |  |  |
| Results Analysis |  |  |  |  |
| Plan Refinement |  |  |  |  |
| Other |  |  |  |  |
| PHASE 5: **LAUNCH** |  |  |  |  |
| Channel A |  |  |  |  |
| Channel B |  |  |  |  |
| Channel C |  |  |  |  |
| Channel D |  |  |  |  |
| PHASE 6: **MEASUREMENT** |  |  |  |  |
| Key Metrics Channel A |  |  |  |  |
| Key Metrics Channel B |  |  |  |  |
| Performance Evaluation |  |  |  |  |
| Plan Refinement |  |  |  |  |

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