**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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