

MARKETING · TEMPLATE

Campaign Planning Templates for Founder-Led, Partner, and Network Email Marketing

Three plug-and-play planning templates (one per campaign type) for a team running demand generation without a dedicated marketer.

How to use this: Complete one full template per campaign before launching it; each is designed to be filled out in under 30 minutes and reused for future rounds of the same campaign.

Campaign 1 (founder-led content): brief

Use this to scope a batch of founder content before writing the first post.

Specific problem/decision/mistake this batch of content will describe:

Target segment who will recognise this situation immediately:

Platform(s) this will be published on:

Number of pieces planned in this batch:

Call-to-action at the end of each piece (specific, not generic):

Campaign 1 (founder-led content): assets needed

- ☐ List of 5-8 real, specific situations/decisions worth writing about
- ☐ One-line hook drafted for each situation before writing the full piece
- ☐ Simple visual or screenshot to accompany each post, if applicable
- ☐ A tracking sheet for publish dates and links

Campaign 1 (founder-led content): steps and success metrics

Step	Owner	Target date	Success metric
Draft list of specific situations to write about			List completed with 5-8 entries
Write and publish first 3 pieces			3 pieces live
Track engagement and direct replies/DMs per piece			Number of substantive replies or profile visits
Follow up personally with anyone who engaged meaningfully			Number of follow-up conversations started

Campaign 2 (partner co-marketing): brief

Use this to scope a single co-marketing arrangement with one partner at a time.

Partner name/type (agency, freelancer, adjacent tool, etc.):

Why this partner's audience overlaps with the target segment:

Proposed format (joint content, referral exchange, joint webinar, bundled offer):

What each side contributes and what each side gets:

Campaign 2 (partner co-marketing): assets needed & steps

Item / step	Owner	Target date	Status
Shortlist of 5-10 candidate partners			
Outreach message drafted and sent to top candidates			
Format and terms agreed with responding partner(s)			

Item / step	Owner	Target date	Status
Joint asset (content / webinar / referral link) produced			
Joint asset published / launched to both audiences			

Campaign 2 (partner co-marketing): success metrics

- ☐ Number of partners contacted vs. number who responded
- ☐ Number of referrals or leads generated from partner audience
- ☐ Number of new email/contact list additions from joint activity
- ☐ Whether the partnership is worth repeating or extending

Campaign 3 (network email sequence): brief

Use this to scope one outreach sequence to the existing network (former colleagues, past clients, warm connections).

Segment of the network this sequence targets (e.g. past clients, former colleagues, event contacts):

One specific ask this sequence is building toward (call, referral, intro, feedback):

What proof or update justifies reaching out to them now:

Campaign 3 (network email sequence): assets needed

- ☐ Cleaned list of contacts for this segment with names and context notes
- ☐ Message 1 drafted: specific, personal, low-pressure opener
- ☐ Message 2 drafted: adds new information or proof point
- ☐ Message 3 drafted: low-pressure final check-in
- ☐ Simple tracker for sent/opened/replied per contact

Campaign 3 (network email sequence): steps and success metrics

Step	Owner	Target date	Success metric
Finalise segmented contact list			List complete and deduplicated
Send Message 1 to full segment			Send completed; reply rate tracked
Send Message 2 to non-responders after set interval			Reply rate on follow-up
Send Message 3 final check-in			Total conversations started from sequence
Log and follow up on every response individually			Number of calls / referrals booked