

Campus360Marketing Campaign Brief Form

Launch Your Next Student-Focused Email Marketing Campaign with Campus360Marketing!

Ready to connect with Oxford's vibrant student community? Fill out this brief form to share the details of your campaign, and let us help you promote your business with targeted and effective marketing solutions. We're here to ensure your offers reach the right audience and drive the results you're looking for!

1. Campaign Overview

Campaign Objective (The primary goal of the campaign. E.g., lead generation, brand awareness, product promotion).	
Target Audience (Define the demographic, interests, and behaviours of the audience you aim to reach).	

2. Key Messages

Core Message (The main message or value proposition you want to convey).	
Supporting Messages (Additional points that reinforce the core message).	
Call To Action (The desired action you want recipients to take. E.g., sign up, buy now, learn more, etc).	

3. Content Details

Email Content (Outline the structure and content of the emails, including headlines, body copy, and CTA).	
Visual Elements (Specify the type of images, graphics, or videos to be used).	
Personalization (Details on how the content will be personalized. E.g., name, location, past purchase behaviour).	

4. Design Specifications

Branding (Guidelines for logos, colours, fonts, and overall brand tone).	
Layout (Instructions on the email template layout, including header, footer, and content sections).	

5. Segmentation and Targeting

Audience Segments (Define how the audience will be segmented. E.g., by location, behaviour, purchase history, etc).	
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6. Schedule and Timeline

Launch Date (The date the campaign will be launched).	
Frequency (How often emails will be sent. E.g., daily, weekly, monthly).	
Campaign Duration (the total length of the campaign).	

By signing below, I confirm that the information provided in this form is accurate and complete to the best of my knowledge. I understand that any changes or updates to this information must be communicated to Campus360Marketing at the following email address: **campus360marketing@gmail.com**.

I acknowledge that it is my responsibility to ensure that the details of my campaign are up-to-date and accurate, and I agree to notify Campus360Marketing promptly of any necessary amendments.

Business name: _____

Business Representative full name: _____

Signature: _____

Date: _____