**Build Your Own Marketing Campaign: Questions to Guide You**

Answer these questions step-by-step to design a marketing campaign tailored to your business goals.

**Step 1: Define Your Goals**

1. What do you want this campaign to achieve?  
   (Examples: Increase sales, get more followers, build brand awareness.)
2. How will you measure success?  
   (Examples: Number of sales, website visits, social media likes.)
3. When do you want to achieve this by?

**Step 2: Understand Your Audience**

1. Who are you trying to reach?  
   (Examples: Age, gender, location, income level.)
2. What problem do they have that your product/service can solve?
3. Where do they spend their time?  
   (Examples: Social media, email, local events.)
4. What kind of message or offer would appeal to them?

**Step 3: Create Your Message**

1. What is the key benefit of your product or service?
2. What makes your business stand out?
3. What action do you want people to take after seeing your message?  
   (Examples: Visit your website, make a purchase, follow your account.)

**Step 4: Choose Your Channels**

1. Where will you share your message?  
   (Examples: Instagram, Facebook, email, flyers, local newspapers.)
2. What tools or platforms will you use to deliver your campaign?  
   (Examples: Canva for design, Mailchimp for email, Meta Ads Manager for ads.)

**Step 5: Plan Your Budget**

1. How much can you spend on this campaign?
2. How will you divide your budget across channels?  
   (Examples: 50% on ads, 30% on design, 20% on printing.)

**Step 6: Schedule Your Campaign**

1. When will your campaign start and end?
2. What are the key dates or milestones for this campaign?  
   (Examples: Launch day, special promotions, review points.)

**Step 7: Measure Your Results**

1. How will you track performance?  
   (Examples: Sales numbers, website visits, ad clicks, social media engagement.)
2. What tools will you use to collect data?  
   (Examples: Google Analytics, Facebook Insights, email open rates.)