

Marketing Communications Campaign Planning Bundle Menu

The Marketing Communications Campaign Planning Bundle includes 20 tools to plan every aspect of your marketing communications campaigns. It includes tools for financial analysis and planning. The tools can be used for both B2B and B2C marketing programs and businesses. The toolkit includes HTML and Flash tools as well as Word, Excel, PowerPoint and project management templates created with Gantt Project an open source project management software package that is available for Windows, iOS and Linux platforms.. The GANTT chart templates can be opened with Microsoft Project or you will need a version of Gantt Project freeware which you can download at www.ganttproject.biz.

Instructions: Click the hyperlinks next to the tool description to launch a tool. If you select the HTML version, it will open in your default browser. Selecting the Excel, Word or Gantt Projects versions will open it in that application or give you a choice to open the file with one of those applications.

Table of Tools

Name	Description	Versions
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Marketing Campaign Planning Guide Template	Use this 20-page planning guide and template to create your marketing campaign, which may include one or more tactics or be a fully integrated marketing campaign. Each section includes instructions to guide you through the planning process and details each aspect of the campaign.	Word
Campaign Response Rate Calculator (Based On Project Revenue)	Use this Campaign Response Rate Marketing Calculator tool to calculate overall response rate required to achieve your desired revenue for this B2C or B2B direct response campaign and also the number of inquiries, leads, opportunities, qualified opportunities, and closed sales needed to achieve this profit based on the advertising circulation and costs for a program, the average revenue per transaction, and the gross margin percentage for that transaction that you enter.	HTML Excel
Campaign Lead Projections Worksheet	Use this worksheet to layout your marketing campaign sales opportunities by industry and market segment; message and offers, activities calendar, lead projections, campaign spending and overall campaign budgets for the period.	Excel
Marketing Campaign ROI Calculator	This tool will compute the simple return on investment (ROI) for a marketing campaign based on gross sales for the campaign, cost of goods sold and the total advertising costs.	HTML Excel
CPI / CPL (Cost Per Inquiry / Cost Per Lead) Breakeven ROI Calculator	Use this Cost Per Inquiry (CPI) / Cost Per Lead (CPL) Breakeven Marketing Calculator to determine the breakeven and CPI / CPL for your B2B or B2C direct response campaign.	Excel
Campaign Circulation Size Planning Tool	This tool will determine the size (circulation) of a campaign that achieves your desired revenue objective based on response and conversion rates and your average transaction value. This tool will tell you how big your mailing or circulation has to be.	Excel
Single Variable Breakeven ROI Calculator	Use this tool to analyze the profitability of a campaign based expected response rate. The breakeven sensitivity analysis computes the revenue and profitability of the campaign at different levels based on varying a single variable, the overall response rate.	Excel
Campaign Inquiry Calculator	Use this Direct Response Inquiry Marketing Calculator to determine the number of mailings needed for your B2B or B2C direct response campaign in order to generate the desired number of inquiries.	Excel
Campaign Financial Results Analysis Tool	Use this tool to calculate campaign financial results based on the campaign quantity, advertising costs, and other factors that you enter into the fields on the right side of the tool.	Excel
Inquiry / Lead Flow Calculator Based on Average Order Value	Use this tool to calculate the size of your marketing campaign and the number of leads that you need to generate from the campaign in order	Excel

	to achieve the desired gross revenue for the campaign based on the average transaction value.	
Campaign Response Rate Calculator (Based on Gross Margin Objective)	Use this calculator to determine the response rate and sales leads required to achieve a desired profit percent from the program.	Excel
Lead Generation Calculator by Media Type	Use this pro forma Breakeven Analysis - Lead Generation Campaign BE Marketing Calculator to determine the breakeven percentage and inquiries or leads required based on a desired cost per lead / inquiry (CPI / CPL) for your direct response B2C or B2B marketing campaign.	Excel
Marketing Campaign Plan Project Template	Use this Gantt Chart template to layout your marketing campaign plans. By default, the chart is already filled out with tasks that typically need to be performed for such a launch. You can eliminate or add tasks and set up the appropriate timing and also the persons responsible for each task. You will need a version of Gantt Project freeware which you can download at www.ganttproject.biz or Microsoft project to open this template. Note: To launch this template, you must have Gantt Project or Microsoft Project installed. Then open the toolkit folder and double click the file to open it.	Gantt Project
Communications Strategy Input Brief Template	Use this template to prepare your overall communications strategy, objectives and tactical direction. It guides you through outlining and addressing the strategic issues involved in developing a marketing communications campaign.	Word
Message Planning Template	This tool will help you plan your content and marketing communications strategies, tactics, activities and messages for each of the target markets (and personas) that you are pursuing in this planning period and the opportunity (\$'s) that exist for your organization in that target segment.	Word
Creative Brief Template	Use this template to prepare the creative strategy, objectives, and activities that are required to support marketing communications activities. A creative brief defines your project in such detail that everyone involved on the project will have a clear understanding what the end product is intended to be and what it's intended to accomplish from a marketing perspective.	Word
Marketing Campaign Planning Guide & Template	Use this 20 page planning guide and template to create your marketing campaign, which may include one or more tactics or be a fully integrated marketing campaign. Each section includes instructions to guide you through the planning process and details each aspect of the campaign. This guide walks you through every step of campaign planning, development and execution.	Word
Marketing Communications Plan Template	This template is used to layout your detailed communications plan, activities, and budgets for new customer acquisition, customer retention and reactivation of lost customers.	Word
List Rental Circulation Planning Tool	This list circulation planning tool helps you build a circulation plan with up to 15 different direct response list, whether they are mailing list or email lists.	Excel
Campaign Lead Projections Worksheet	Use this template to layout your lead projections for your marketing campaigns.	Excel