



Internal Campaign Planner: Align Teams & Timelines

A plug-and-play system to help in-house marketers plan, align, and execute campaigns across departments with confidence.

Designed for: Freelancers / Agency Owners



MarketersClique

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Welcome & How to Use This Planner

This resource is built to help in-house marketers:

- Plan quarterly or monthly campaigns across multiple teams
- Set clear deadlines, roles, and priorities
- Track tasks, approvals, and creative progress

Who it's for:

In-house brand managers, social media leads, or marketing coordinators managing team-based content and campaign rollouts.

How to use it:

- Use the PDF to understand the planning flow
- Duplicate the Google Sheet and customize it for your team, platform, and campaign goals



About MarketersClique

MarketersClique is a private community for social media marketers—freelancers, strategists, in-house marketers, and agency pros.

Inside you'll find:

- ✓ Campaign breakdowns by other in-house teams
- ✓ Feedback and ideas from content leads and strategists
- ✓ Access to tools, docs, and brand kits
- ✓ Templates like this one to streamline your workflow

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Campaign Planning Framework (PDF)

Section 1

Pre-Campaign Planning [] Define campaign objective (awareness, lead-gen, sales, etc.)

[] Outline KPIs & success metrics

[] Set campaign dates & phases (launch, sustain, wrap-up)

[] List internal stakeholders (content, design, product, leadership)

[] Create campaign brief (1-pager or slide)

Section 2

Content Breakdown & Roles [] Identify core platforms (Instagram, LinkedIn, YouTube, etc.)

[] Choose formats (reels, carousels, blog posts, paid ads)

[] Assign owners per content type

[] Align messaging with brand + current launches

[] Set approval process & timelines (e.g. 2 days for review)



Campaign Planning Framework (PDF)

Section 3

Execution & Reporting [] Add key tasks into the Google Sheet tracker

[] Hold weekly sync or async status check-ins

[] Mark all published assets per platform

[] Track performance metrics post-launch

[] Share internal campaign summary report (deck or Notion doc)

Bonus

Google Sheet Campaign Tracker Template

Your included Google Sheet lets you:

- Plan content by platform, date, owner, and status
- Visualize status with color-coded stages (Planned / Drafting / Approved / Live)
- Track deadlines, review rounds, and links to assets

📄 Link: [Click Here](#) 

– Customize the sheet per month, campaign, or product launch – Share it internally with teams for full visibility





Plan Smarter With Peer Support

MarketersClique isn't just templates. It's:

- A community of in-house pros running real brand campaigns
- A hub of creative systems, growth strategies, and ops hacks
- A support system for marketers managing cross-team chaos

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