

Connected campaign planning sample

Harbour Makers / fictional open-day campaign

The brief	Invite local people to a fictional creative-workshop open day. Objective: make the offer understandable and give interested visitors one clear enquiry route. No actual event, audience data or performance results are represented.
Audience and message	Audience: local people curious about creative workshops. Message: come and explore what you could make. Confirm the actual event facts before any real use; this sample intentionally contains no real date or booking promise.
The channel map	Social post -> campaign landing page -> enquiry. Opt-in email -> same landing page. Printed flyer -> short link or QR to the same page. Any conventional media creative carries the same approved offer.
Creative checklist	Prepare a key visual, short and long copy, landing page, social variations, email and print artwork. Confirm image rights, factual claims, readable contrast and a clear next action in every format.
Sales follow-through	Prepare a concise capability or offer sheet, common-question answers and an owned enquiry follow-up task. Keep sales promises consistent with what the organisation can deliver.
Approval before activation	Named client decision-maker approves the audience, message, final creative, destination links, schedule and any spend. This example does not authorise sending, printing, publishing or purchasing.

Automation, review and ongoing care

Useful automation	A permitted enquiry may create a task for the nominated owner and prepare an approved acknowledgement. Reminders are limited to the agreed purpose and appropriately opted-in recipients. Keep a manual fallback.
Normal case	A suitable enquiry reaches the correct owner. The reviewed reply states the next step. Record the actual delivery outcome without treating draft preparation as a sent message.
Failure case	If a destination breaks or delivery fails, pause the affected path, alert the owner and repair it. Check the recovery before resuming. Do not silently retry indefinitely or invent missing contact information.
Measurement plan	Agree the actual objective and accessible evidence: enquiries, registrations or attendance, available channel records and qualitative feedback. Record source and period. Missing data remains missing; no reach, sales or conversion figures are claimed here.
Choose the next chapter	Handover: editable creative, approved channel plan, operating notes and access ownership. Ongoing programme: agreed production, scheduling, maintenance, minor changes, reporting and review cadence.
Commercial boundary	Agree included channels, workload, change allowance, response arrangements, fees and exit process. Advertising spend, printing, distribution, placements and provider costs need separate approval.
Status	Wholly fictional demonstration for Pulse Consultancy. No real client, live campaign, mailing list, account integration or external delivery is included.