

Digital Marketing Plan

Florida Atlantic University

Date:

Program:

Department contacts:

Individual signing the proposal (include name and email):

| | |
|--|--|
| Guiding questions | |
| What are the campaign goals (i.e., brand awareness, generate lead generation)? | |
| Who and where is our target audience? | |

What are some of the highlights of the program?

| | |
|--|--|
| Budget(dollar amount)& Advertising start date and end date | |
| What type of digital strategy we want to use (i.e., social media, emails, SEO, blogs, etc.)? | |