

Marketing Campaign Problem Statement

1. Campaign Objective:

- State the purpose of the campaign.
- Example: "Increase brand awareness among millennials in urban areas."

2. Current Challenge:

- Describe the problem the campaign is addressing.
- Example: "Current campaigns have not effectively engaged the target audience, with an engagement rate of only 2%."

3. Target Audience:

- Define the demographic and psychographic details of the audience.
- Example: "Tech-savvy millennials aged 25-35, residing in metropolitan cities."

4. Desired Outcome:

- Define measurable campaign goals.
- Example: "Achieve a 10% engagement rate and a 5% increase in website traffic over three months."

5. Constraints:

- Highlight limitations such as budget, time, or resources.
- Example: "The campaign must stay within a \$30,000 budget."

6. Root Cause (Optional):

- Outline potential causes of the challenge.

- Example: "Generic messaging may not resonate with this audience."

7. Call to Action/Next Steps:

- Specify what needs to happen to solve the problem.
- Example: "Conduct a focus group to understand audience preferences and adjust messaging."