

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.)?	