|  |  |
| --- | --- |
| Date |  |
| Activity |  |
| Key contact |  |

# Background

*Define scope of activity, relevant background information, current activity that supports plan, key dates*

# Objectives

*What are the specific objectives for the activity?*

**Call to Action**

*What is the call to action, i.e. what do you want people to do? Include relevant URL to click through*

# Target audience

*Specify your target audiences*

# Timing

*Outline when you want to be in market (start/end dates, any external factors that need to be considered, etc.)*

Note: minimum of one week lead time is required

|  |  |
| --- | --- |
| **Start date** | **End date** |
|  |  |

# Short (vanity) URL

*If URL is being included on print material*

# Landing page content

*Provided signed off copy below and attach any new artwork as separate files*

|  |  |
| --- | --- |
| **Component** | **Content** |
| Header image |  |
| Header text |  |
| Call to action |  |
| Intro copy |  |
| Page content |  |
| Additional content  (eg. YouTube URLs, images, testimonials) |  |
| Enquiry form  (Include mandatory fields and email address for submission) |  |