

AutoDrop Starter Campaign Planner Walkthrough

1. Welcome

Your Campaign Planner helps you organize your content strategy. It allows you to group individual posts into cohesive campaigns, keeping your message consistent and your workflow organized across platforms.

2. Accessing the Campaign Planner

- Notion Dashboard: This calendar is also embedded in your live Notion dashboard template. It can be found in the Templates Tile.

3. First-Time Setup

- Save Your Copy: Save a version under your project or brand name to keep things organized.
- Review the Structure: Tabs are preloaded for campaign name, timeline, platforms, goals, and notes.
- Customize as Needed: Add fields for budgets, KPIs, or audience segments if your campaigns require more detail.

4. How to Use the Campaign Planner

- Column Guide: - Campaign Name: The main theme or title of your campaign. - Start & End Dates: The duration of the campaign. - Platform: Social media platforms where content will be published. - Key Message: The primary goal or focus of the campaign. - Notes/Assets: Any links, images, or additional resources tied to the campaign.
- Pro Tip: Update the planner weekly to track performance and stay aligned with your strategy.

5. Example Workflow

1. Create a new row and name your campaign.
2. Enter your start and end dates.

3. Add the platforms where your campaign will run.
4. Define the key message or primary objective.
5. Link to relevant assets or resources in the Notes/Assets column.
6. Check and update the progress weekly.

6. Next Steps

- Map out at least one campaign for the upcoming month.
- Pair the Campaign Planner with your Content Calendar for detailed scheduling and tracking.
- When ready to scale, upgrade to **AutoDrop Pro** to unlock automation and advanced campaign management tools.