



How to use your

Digital Campaign Planning Template

Instructions on how to use your template and
make the most of it.



FORGE
BY LEMNOS

What's in it?

Online Canva whiteboard link with:

- Digital Campaign Planning Template
- Campaign strategy and timeline
- Campaign messaging and creative ideation
- Content calendar

Why do we use Canva for our online toolkit links?

- **Cost-Free Access:** Canva is free for all the tools you need to use the kits, making it an accessible platform for everyone. Beyond our toolkit, explore a wide array of features without any financial barriers.
- **User-Friendly Interface:** Canva's intuitive interface makes it easy for users, regardless of their technical proficiency, to engage with the toolkit effortlessly.
- **Collaborative Capabilities:** Canva supports real-time collaboration, enabling teams to work seamlessly together, provide feedback, and make edits concurrently.
- **Versatility:** Canva's diverse range of design tools and features empowers you to go beyond traditional offline templates and kits. Infuse creativity into your strategy sessions with visuals, icons, and more.
- **Cloud-Based Access:** Canva operates in the cloud, ensuring your work is accessible from any device with an internet connection. This flexibility is invaluable for dynamic and remote teams.
- **Integrated Tools:** Canva offers a suite of integrated tools, simplifying tasks like adding text, shapes, and images. This integration enhances the overall user experience and productivity.

By choosing Canva, Forge by Lemnos ensures that your online experience is not just practical but enjoyable, fostering a collaborative and creative environment for developing exceptional products and services.

How to use the kit

Digital Campaign Planning Template

Starting a collaboration can be overwhelming, but it's important to gather all the key people you would like to have input from before you begin. Once you have everyone, be sure to consider the following:

1. Start with the Dashboard: Begin by setting up your 360-degree campaign dashboard. Map out your campaign timeline, assign tasks to team members, and ensure everyone has visibility into the plan's progress.
2. Brainstorm and Capture Ideas: Use the creative brainstorming space to generate and refine your campaign's key messages, visuals, and assets. This is where your team's most innovative ideas will come to life.
3. Align Your Strategy: As you develop your campaign, use the kit's tools to align each element with your overarching strategy. Make sure that every action you take is purposeful and contributes to your campaign's success.
4. Collaborate and Execute: Throughout the campaign, leverage the kit's collaborative features to keep everyone on the same page. From concept to launch, your team will work in sync to create a digital marketing masterpiece.