CAMPAIGN NAME			Month				Month			
			WEEK	WEEK	WEEK	WEEK	WEEK	WEEK	WEEK	WEEK
			Phase Name				Phase Name			
Marketing Team or Channel	Activity	Activity Owner								
[Marketing Team or Channel]	Paid Media Content	[owner]								
			[action]	create adverts	review / sign-off	publish				
	[activity]	[owner]								
	[activity]	[owner]								
[Marketing Team or Channel]	[activity]	[owner]								
	[activity]	[owner]								
	[activity]	[owner]								
[Marketing Team or Channel]	[activity]	[owner]								
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[Marketing Team or Channel]	[activity]	[owner]								
	[activity]	[owner]								
	[activity]	[owner]								

Month				Month			
WEEK	WEEK	WEEK	WEEK	WEEK	WEEK	WEEK	WEEK
Phase Name				Phase Name			

Month				Month			
WEEK	WEEK	WEEK	WEEK	WEEK	WEEK	WEEK	WEEK
Phase Name				Phase Name			