



## RACI chart template for marketing campaigns

Project name:	Marketing manager	Marketing Coordin.	Content Manager	Design Man.	SEO Spec.	Video producer	Data analyst	Paid Ads Spec.	Status:	Due date
Define campaign goals and KPIs									Not St... ▾	Mar...
Research competition									Not St... ▾	Mar...
Identify target audience									Not St... ▾	Mar...
Create a timeline									Not St... ▾	Mar...
Build campaign strategy									Not St... ▾	Mar...
Set budget									Not St... ▾	Mar...
Content creation & assets									Not St... ▾	Mar...



SEO									Not St... ▾	Mar...
Select channels									Not St... ▾	Mar...
Schedule posting									Not St... ▾	Mar...
Execute & launch									Not St... ▾	Mar...
Monitor & optimize									Not St... ▾	Mar...

**Notes:**

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**R-Responsible A-Accountable C-Consulted I-Informed**

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