Fictional example · AI draft

Campaign brief

Your input

What do you want to promote?	A maintenance contract for commercial refrigeration, with a breakdown service on site within four hours.
Who is the campaign for?	Supermarkets and butchers with their own cold rooms in the north of the Netherlands.
What should the campaign achieve?	Twenty requests for a maintenance meeting.
Which channels do you want to use?	LinkedIn, email to existing customers and our own website.
When does the campaign run?	March and April, before the warm season.

Campaign proposal

Your audience's buying question

What happens to my stock if the refrigeration fails on a hot Saturday, and who will come out?

> Key message
>
> Have your refrigeration checked before summer, so you get help within four hours if it breaks down.

What you need to show

Show what happens during a maintenance visit and how the breakdown service works. Only use figures and customer examples you can back up yourself.

Approach per channel

LinkedIn: the buying question as a recognisable situation. Email to existing customers: a direct invitation to a maintenance meeting. Website: a short page with the request form.

Measure

Count the requests for a maintenance meeting per channel. Check halfway through March whether you're on track for twenty.

Test first

It isn't confirmed that supermarket and butcher owners decide on maintenance themselves. Ask two existing customers before you start.

This is an AI draft based on your input. AI hasn't looked anything up or checked anything. Review it before you use it.