

A campaign brief becomes a plan, a calendar and coordinated drafts

You practise this in the course

OBJECTIVE

40 registrations across three sessions

AUDIENCE

HR managers, organisations of 50–500 staff

MESSAGE

One practical morning saves hours later

Week	LinkedIn	Email	Partner
1	Problem post	—	Introduction
2	Short tip	—	—
3	Explainer	Invitation	—
4	Behind the scenes	—	—
5	FAQ	Reminder	Mention
6	Last places	Final reminder	—

Week 1 drafts

- **LinkedIn:** “Most HR teams lose a day a month to the same three admin tasks. Here’s the first one we’ll tackle in the workshop.”
- **Partner note:** a 60-word introduction your partner can paste into their newsletter.

The “day a month” line is a placeholder claim: replace it with a figure you can source, or remove it.

YOU START WITH

A one-paragraph brief for a series of HR workshops.

WHAT YOU PRACTISE

Building a campaign plan and a six-week calendar from a brief, then drafting pieces that share one message.

THE PROMPT USED

“From this brief, draft a campaign plan with objective, audience, message and one measure, then a six-week calendar across LinkedIn, email and a partner newsletter. Write week 1 drafts that share one message.”

THE FINISHED OUTPUT CONTAINS

- Objective, audience, message and measure
- A six-week calendar across three channels
- First drafts for a post, an email and a partner note

STILL NEEDS HUMAN CHECKING

- Claims and statistics, each with a source
- Dates against your team’s capacity
- That no customer data was used

RELATED COURSE

[AI for Marketing and Content](#) · Module: From brief to campaign plan · Content planning