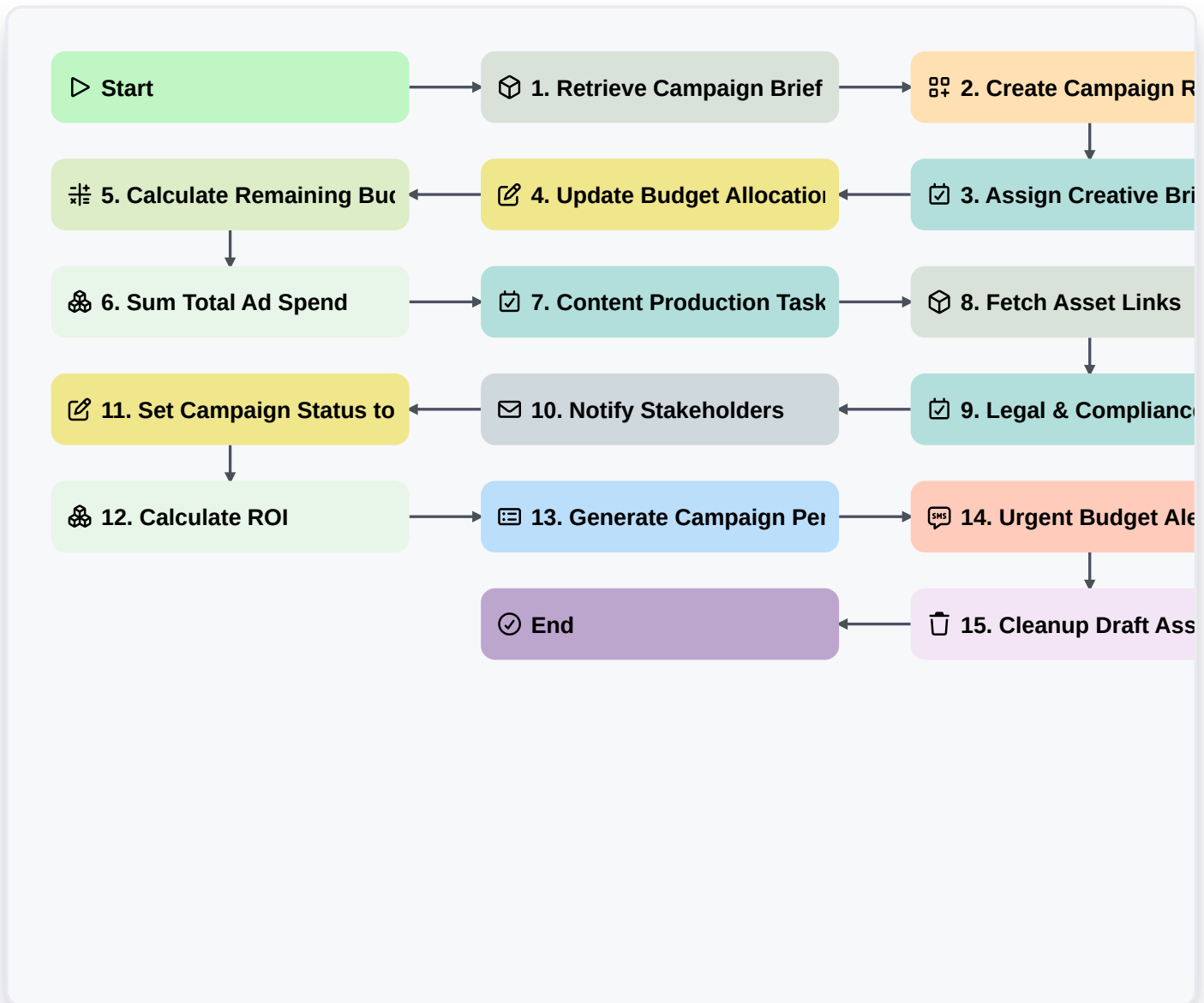


# Marketing Campaign Project Management



## ▷ Start

Start of the Workflow/Process.

## 📦 1. Retrieve Campaign Brief

Fetch the initial campaign requirements and objectives from the Campaign Data Model.

## 📄 2. Create Campaign Record

Generate a new entry in the Campaign Data Model to initialize the project tracking.

## 📝 3. Assign Creative Briefing

Create a task for the Creative Director to review the campaign objectives.

## ✍️ 4. Update Budget Allocation

Update the 'Allocated Budget' field in the Campaign entry after the brief is approved.

## 📊 5. Calculate Remaining Budget

Subtract the 'Estimated Spend' from the 'Allocated Budget' to determine remaining funds.

## 🔗 6. Sum Total Ad Spend

Aggregate all 'Spend' entries from the Ad Set Data Model to calculate total campaign cost.



### **7. Content Production Task**

Create tasks for designers and copywriters to produce campaign assets.

### **8. Fetch Asset Links**

Retrieve the URLs of completed creative assets from the Asset Data Model.

### **9. Legal & Compliance Review**

Assign a task to the Legal team to review campaign copy for regulatory compliance.

### **10. Notify Stakeholders**

Send an email to the Marketing Manager once the campaign assets are ready for review.

### **11. Set Campaign Status to 'Live'**

Update the Campaign entry status to 'Active' once all launch tasks are complete.

### **12. Calculate ROI**

Aggregate revenue entries and divide by total cost entries to determine Return on Investment.

### **13. Generate Campaign Performance Report**

Create a final performance report summarizing all KPIs from the campaign period.

### **14. Urgent Budget Alert**

Send an SMS to the Budget Owner if the calculated spending exceeds 90% of the allocation.

### **15. Cleanup Draft Assets**

Delete outdated or rejected draft entries from the Asset Data Model after campaign conclusion.

### **End**

End of the Workflow/Process.