Lamphills

Template for Planning a Paid Media Campaign

Campaign Name:

- [Enter Campaign Name]

Objective:

- [e.g., Increase brand awareness, drive website traffic, generate leads]

Target Audience:

- Demographics: [Age, Gender, Location]
- Interests: [Hobbies, Preferences]
- Behaviors: [Purchase History, Online Activities]

Budget:

- Total Budget: [Enter Amount]
- Daily Budget: [Enter Amount]

Ad Platforms:

- [e.g., Google Ads, Facebook Ads, Instagram Ads]

Ad Copy:

- Headline: [Enter Headline]
- Description: [Enter Description]
- Call-to-Action: [Enter CTA]

Creative Assets:

- Images/Videos: [Attach Files]
- Landing Page URL: [Enter URL]

KPIs to Measure:

- Click-Through Rate (CTR): [Enter Target CTR]
- Conversion Rate: [Enter Target Conversion Rate]
- Return on Ad Spend (ROAS): [Enter Target ROAS]

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