Lamphills

Instagram Ad Campaign Planning Template

1. Campaign Overview

- Campaign Name:
- Objective: (e.g., Brand Awareness, Traffic, Engagement, Conversions)
- Start Date:
- End Date:
- Budget:
- Primary KPI: (e.g., CPC, CPM, CPE, ROAS)

2. Audience Targeting

- Target Demographics:
- Age Range:
- Gender:
- Location:
- Interests & Behaviors:
- Interests: (e.g., fashion, technology)
- Behaviors: (e.g., online shoppers, frequent travelers)
- Custom Audiences:
- Upload Customer List: (if applicable)
- Retargeting: (website visitors, app users)
- Lookalike Audiences:

3. Ad Creative

- Ad Formats:

- Photo Ads
- Video Ads
- Carousel Ads
- Stories Ads
- Explore Ads
- Visual Assets:
- Image/Video Specifications: (size, format)
- Design Elements: (branding, color scheme)
- Ad Copy:
- Headline:
- Description:
- Call-to-Action (CTA): (e.g., Learn More, Shop Now)

4. Budget and Bidding

- Daily Budget:
- Lifetime Budget:
- Bidding Strategy:
- Automatic Bidding
- Manual Bidding (specify bid amount)
- Ad Spend Allocation:
- Per Ad Set
- Per Day/Per Week

5. Ad Placement

- Automatic Placements:(recommended)
- Manual Placements:
- Instagram Feed
- Instagram Stories
- Instagram Explore
- Instagram Reels
- Device Targeting:
- Mobile
- Desktop

6. Scheduling

- Ad Run Dates: (from start date to end date)
- Ad Scheduling: (specific days and times to run ads)
- Always On
- Custom Schedule

7. Tracking and Measurement

- Conversion Tracking:
- Facebook Pixel: (installed and tested)
- Conversion Events: (e.g., add to cart, purchase)
- UTM Parameters:
- Source:
- Medium:
- Campaign:
- Analytics Tools:
- Facebook Ads Manager
- Google Analytics

8. Optimization Strategy

- Performance Monitoring:
- Frequency: (e.g., daily, weekly)
- Metrics: (CPC, CTR, Conversion Rate)
- A/B Testing:
- Elements to Test: (e.g., images, copy, CTA)
- Test Duration:
- Adjustment Plan:
- Based on Performance Metrics: (adjust budget, targeting, creative)

9. Post-Campaign Analysis

- Overall Performance:
- Total Spend:
- Impressions:
- Clicks:
- Conversions:
- ROI:
- Insights and Learnings
- What Worked

- What Didn't:
- Recommendations for Future Campaigns: