

Advertising Campaign Planner (Template)

1. Campaign Name

Give your campaign a simple, memorable name.

Example: Spring Sale Blast

2. Campaign Goal

What do you want to achieve with this campaign?

Example: Increase sales, build brand awareness, or launch a new product.

3. Target Audience

Who are you trying to reach? Be specific about age, location, interests, and behavior.

Example: Adults aged 25-35, living in urban areas, interested in fashion.

4. Key Message

What is the main message you want people to remember?

Example: Shop our Spring Collection and save 20%!

5. Budget

How much money do you have to spend on this campaign? Break it down by platform (social media, TV, etc.)

Example: \$1,000 for social media ads, \$500 for email marketing.

6. Marketing Channels

Where will you run your ads? Choose the platforms that your audience uses most.

Example: Instagram, Facebook, Google Ads.

7. Timeline

When will your campaign start and end? Set dates for each phase.

Example:

- Campaign Start: April 1
- Campaign End: April 30
- Email Blast: April 5
- Social Media Ads: April 10–April 25

8. Call-to-Action (CTA)

What do you want people to do after seeing your ad? Make this clear.

Example: Visit our website and shop now!

9. Success Metrics

How will you measure success? Choose simple metrics like sales, website visits, or social media engagement.

Example: Goal of 500 website visits, 100 new sales.

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This template is simple and easy to follow, helping you plan a clear and focused ad campaign.