



Lamphills Media Buying Campaign Planner Template

With this template marketers can plan and organize their media buying campaigns efficiently:

- Campaign Goals:** What's your campaign goal? (Brand Awareness, Lead Generation, Sales, etc.)
- KPIs (Key Performance Indicators):** What are your key performance indicators?
- Audience Targeting:** Identify your primary audience (Demographics, Interests, Behaviors). Afterwards, identify your retargeting Audience (Website Visitors, CRM Data, etc.)
- Ad Platforms:** Choose your ad platform (e.g., Google Ads, Facebook Ads Manager).
- Budget Allocation:** Decide the method you'd love to use for your budget allocation (Daily or Monthly)
- Ad Format:** What method will the ad format be preferable for your brand? (**Video, Display, etc.**)
- Campaign Timeline:** Decide the start date and the end date.
- Milestone Dates:** This is for optimization and adjustments to keep yourself accountable.
- Performance Tracking:** Check out the conversion goals (e.g., Click-Through Rate, Cost-Per-Click). Mid-Campaign Adjustments (based on initial results)
- Key Learnings and Insights:** Learn from the outcome of the campaign. What worked well? Areas of improvement for future campaigns