



Lamphills' Media Buying Campaign Planning Checklist

This Lamphills' media buying campaign planning checklist ensures all aspects of your media buying campaign are meticulously planned for maximum engagement and minimal bounce.

- Define Campaign Objectives:** Clearly outline what you aim to achieve (e.g., brand awareness, lead generation, sales).
- Identify Target Audience:** Define your audience using demographic, psychographic, and behavioral data.
- Select Media Channels:** Choose appropriate platforms (e.g., social media, Google Ads, TV, radio) based on where your audience spends their time.
- Budget Allocation:** Allocate the budget across chosen channels effectively.
- Creative Assets:** Prepare engaging visuals, copy, and multimedia tailored to each platform.
- Ad Placement Strategy:** Decide on strategic ad placements and timings for optimal visibility.
- Compliance and Regulations:** Ensure all ads comply with local laws and platform policies.

- Set KPIs:** Establish key performance indicators to measure success (e.g., CTR, CPM, ROAS).
- Timeline:** Develop a detailed timeline for campaign launch, monitoring, and adjustments.