



## Lamphills Template for an Effective Media Plan

Need help with creating an effective media plan? Here's a simple template you can use for your media plan:

### 1. Campaign Overview

- **Campaign Name:** [Enter campaign name]
- **Objective:** [Define your primary campaign objective(s)]
- **Target Audience:** [Describe your target audience in detail]
- **Timeline:** [Specify the duration of the campaign]
- **Budget:** [State your total budget for the campaign]

### 2. Media Channels

- **Channel 1:** [E.g., Social Media]
  - **Platform:** [E.g., Instagram]
  - **Tactics:** [E.g., Sponsored posts, Stories, Influencer partnerships]
  - **Budget Allocation:** [E.g., \$20,000]
  - **Key Metrics:** [E.g., Engagement rate, follower growth]
- **Channel 2:** [E.g., Paid Search]
  - **Platform:** [E.g., Google Ads]
  - **Tactics:** [E.g., Search ads, Display ads]
  - **Budget Allocation:** [E.g., \$15,000]
  - **Key Metrics:** [E.g., CTR, CPC, conversions]
- **Channel 3:** [E.g., Content Marketing]
  - **Platform:** [E.g., Company Blog]
  - **Tactics:** [E.g., Blog posts, Infographics]

- **Budget Allocation:** [E.g., \$10,000]
- **Key Metrics:** [E.g., Page views, Time on site, Social shares]

### 3. Creative Strategy

- **Messaging:** [Define the key message or value proposition]
- **Creative Assets:** [List the types of creative assets needed, e.g., videos, images, articles]
- **Content Calendar:** [Outline the schedule for content creation and distribution]

### 4. Budget Allocation

- **Total Budget:** [Enter the total campaign budget]
- **Channel Breakdown:**
  - **Social Media:** [E.g., \$30,000]
  - **Paid Search:** [E.g., \$20,000]
  - **Content Marketing:** [E.g., \$15,000]
  - **Other Channels:** [E.g., \$10,000]

### 5. Timeline

- **Month 1:** [Key activities and milestones]
- **Month 2:** [Key activities and milestones]
- **Month 3:** [Key activities and milestones]

### 6. Key Performance Indicators (KPIs)

- **Objective 1:** [E.g., Increase brand awareness]
  - **KPI:** [E.g., Social media engagement, Impressions]
- **Objective 2:** [E.g., Drive sales]
  - **KPI:** [E.g., Conversion rate, Sales volume]
- **Objective 3:** [E.g., Generate leads]
  - **KPI:** [E.g., Number of leads, CPL]

### 7. Reporting and Analysis

- **Frequency:** [E.g., Weekly, Monthly]
- **Metrics Tracked:** [E.g., Social media metrics, Website analytics, Sales data]
- **Reporting Format:** [E.g., Dashboards, Reports]