Advertising Campaign Strategy Template

1. Campaign Goal
 - What do you want to achieve with this campaign?
 (e.g., increase brand awareness, boost sales, get more website traffic)

2. Target Audience
 - Who are you trying to reach?
 (e.g., age, gender, location, interests)

3. Message
 - What is the key message you want to communicate?
 (e.g., the main benefit of your product or service)

4. Channels/Platforms
 - Where will you promote your ads?
 (e.g., social media, TV, radio, billboards, websites)

5. Budget
 - How much money will you spend on this campaign?
 (e.g., total budget and how it's divided among platforms)

6. Creative Ideas
 - What type of ads will you create?
 (e.g., videos, images, text ads, email campaigns)

7. Timeline
 - When will your campaign run?
 (e.g., start date, end date, important milestones)

8. Success Metrics
 - How will you measure the success of your campaign?
 (e.g., clicks, sales, new followers, engagement rates)

9. Review & Adjustments
 - After the campaign starts, how will you track progress and make changes if needed?
 (e.g., check performance weekly and adjust budget or messaging)

This simple template helps you plan and organize your advertising campaign from start to finish!