

Cross-Platform Campaign Media Planning Sample

Campaign Overview

Campaign Name: Spring Collection Launch

Objective: Increase brand awareness and generate leads for the new spring collection across multiple digital platforms.

Duration: March 1 – April 15, 2024

Target Audience

- Age: 21-40
- Gender: All
- Location: Urban areas in North America
- Interests: Fashion, Lifestyle, Eco-friendly products

Platforms & Channels

Platform	Channel Type	Content Format	Budgets (%)
Instagram	Social Media	Stories, Carousel Ads, Reels	30
Facebook	Social Media	Feed Ads, Events	20
Google	Search & Display	Text, Banner, Shopping Ads	25
YouTube	Video	Pre-Roll, In-Stream Ads	15
TikTok	Social Media	Short Video Ads	10

Key Tactics

- Coordinate messaging and visual identity across platforms for consistency.
- Schedule posts and ads based on audience activity data.
- Utilize platform-specific creative optimizations (e.g., Reels on Instagram, In-Stream on YouTube).
- Implement UTM tracking for cross-platform performance analysis.

KPIs

- Impressions & Reach per platform
- Click-Through Rate (CTR)
- Lead Generation
- Engagement Rate
- Cost Per Acquisition (CPA)

Timeline

Week	Main Activities
1	Campaign kickoff, initial creative launch across platforms
2–4	Ongoing optimization and monitoring, influencer activations
5–6	Boost top-performing channels, ramp up retargeting

Notes

- Adjust budget allocation based on early performance trends.
- Weekly reporting and optimization meetings.