

Media Plan Template for Integrated Digital Campaigns

1. Campaign Overview

Campaign Name

Enter campaign name

Campaign Duration

e.g. June 1, 2024 – July 31, 2024

Objectives

Describe the key campaign goals (e.g., awareness, leads, sales)

Target Audience

Demographics, interests, locations, behaviors, etc.

2. Channel Strategy

Channel	Objective	KPIs	Budget	Notes
Paid Social	e.g. Reach, engagement	e.g. Impressions, CTR	e.g. \$3,000	
Display Ads				
Search				
Email				
Influencer/Content				

3. Flighting & Allocation

Channel	Start Date	End Date	Budget Allocation	Notes
e.g. Paid Social				

4. Creative Formats

Channel	Format	Specs	Notes
Facebook	e.g. Carousel		

Channel	Format	Specs	Notes
Instagram			
Display			
Search			

5. Measurement & Reporting

KPIs & Metrics

List main KPIs (e.g. Reach, CTR, CPC, Conversion, CPA, etc.)

Reporting Frequency

e.g. Weekly, Monthly

6. Notes & Next Steps

Additional notes, challenges, dependencies, or next actions