

# Multi-Platform Campaign Media Allocation Document

## 1. Campaign Overview

Campaign Name	
Client	
Campaign Dates	
Objective	
Target Audience	

## 2. Platforms & Media Channels

Channel	Platform	Objective	Key Message
Social Media			
Display			
Search			
Influencer			
PR/Editorial			
Other			

## 3. Media Budget Allocation

Channel	Platform	Budget Allocated	Budget %
Social Media			
Display			
Search			
Influencer			
Other			
<b>Total</b>			100%

## 4. Key Deliverables & Timelines

Deliverable	Platform/Channel	Deadline	Notes

## 5. KPIs & Measurement

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## **6. Notes & Approvals**

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