

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			
Total			100%

4. Key Deliverables & Timelines

Deliverable	Platform/Channel	Deadline	Notes

5. KPIs & Measurement

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6. Notes & Approvals

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