

Paid Media Strategy Template for Multi-Channel Outreach

1. Objectives & KPIs

Objective	KPI	Target
e.g. Drive brand awareness	e.g. Impressions, Reach	e.g. 1M impressions in 3 months

2. Audience Segments

Segment	Demographics	Behaviors/Interests	Channel Preferred
e.g. Millennials	e.g. Age 25-40, Urban	e.g. Tech Savvy, Online Shopping	e.g. Instagram, TikTok

3. Channel Mix

Channel	Role	Budget Allocation	Formats
e.g. Facebook Ads	e.g. Awareness, Retargeting	e.g. 30%	e.g. Carousel, Video

4. Messaging & Creative

- Key message for Facebook
- Key message for Google Display
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Key visuals, call-to-action, offers

5. Launch Timeline

Phase	Channel(s)	Duration	Milestones
e.g. Pre-launch	e.g. Facebook, Google S	e.g. June 1-7	e.g. Campaign Build, QA

6. Measurement & Optimization

Measurement tools (e.g. Google Analytics, Facebook Pixel)

Frequency of reporting (e.g. Weekly, Monthly)

Optimization approach (e.g. Creative rotation, Bid adjustments)

7. Notes & Action Items

Add any additional notes or specific tasks...