

Paid Media Campaign Plan Example

1. Campaign Overview

- **Campaign Name:** [Example: Spring Product Launch 2024]
- **Objective:** [Increase Sales / Lead Generation / Brand Awareness]
- **Duration:** [Start Date – End Date]
- **Budget:** [\$0,000]

2. Target Audience

- **Demographics:** [Age, Gender, Location, Income]
- **Interests:** [Example: Fitness, Technology, Fashion]
- **Behavior:** [Online Shopping, Frequent Travelers, etc.]

3. Channels & Platforms

Channel	Platform	Budget Allocation
Social Media	Facebook, Instagram	[% or \$]
Search	Google Ads	[% or \$]
Display	Google Display Network	[% or \$]
Video	YouTube	[% or \$]

4. Key Messages / Creative

- **Primary Message:** [Main value proposition or CTA]
- **Ad Formats:** [Image, Video, Carousel, Text]
- **Sample Copy:** [e.g., “Shop the new collection now!”]

5. KPIs & Measurement

Metric	Goal
Impressions	[e.g., 500,000+]
Clicks	[e.g., 10,000+]
CTR	[e.g., 2%+]
Conversions	[e.g., 500]
CPA	[e.g., \$10]

6. Timeline & Deliverables

- [Campaign Launch Date]
- [Key Milestones - e.g., Creative Delivery, Optimization, Reporting]
- [End & Review Dates]

7. Notes & Next Steps

- [Pending approvals, creative production, pixel setup, etc.]

- [Responsibilities and owners]