

ADVERTISING PLAN TEMPLATE

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ADVERTISING PLAN

EXECUTIVE SUMMARY

1

Describe the advertising plan.

CAMPAIGN OBJECTIVES

2

State the goals and objectives of the advertising campaign.

TARGET AUDIENCE

3

ADVERTISING CHANNELS

4

List the different advertising channels you will utilize, and describe the rationale behind choosing each.

CHANNEL	OUTLET <i>if applicable</i>	RATIONALE

CREATIVE ELEMENTS

5

List the creative assets, such as visuals, copy, taglines, and messages, that you will use in the campaign.

ELEMENT	DESCRIPTION

BUDGET ALLOCATION

6

Provide a budget breakdown that illustrates the allocation of funds to each advertising channel. By doing this, you can then manage and distribute your resources efficiently.

CHANNEL	AMOUNT

% of TOTAL

TOTAL BUDGET

CAMPAIGN SCHEDULE

7

Create a timeline that indicates when you will execute each phase of the campaign, from planning and creative development to launch and evaluation.

PHASE	TIMELINE

PERFORMANCE METRICS

8

Outline the key performance indicators (KPIs) that you will use to measure the campaign's success. Include metrics like click-through rates, conversions, and ROI.

METRIC	TARGET

CONTINGENCY PLANS

9

Identify potential challenges or issues that might arise and how you will address them to ensure a smooth campaign execution.

ROLES AND RESPONSIBILITIES

10

Specify who is responsible for various tasks, from creative development to campaign monitoring and analysis.

ROLES	RESPONSIBILITIES

COMPETITOR ANALYSIS

11

Analyze your competitors' strategies and positioning, enabling the campaign to stand out in the market.

LEGAL AND COMPLIANCE

12

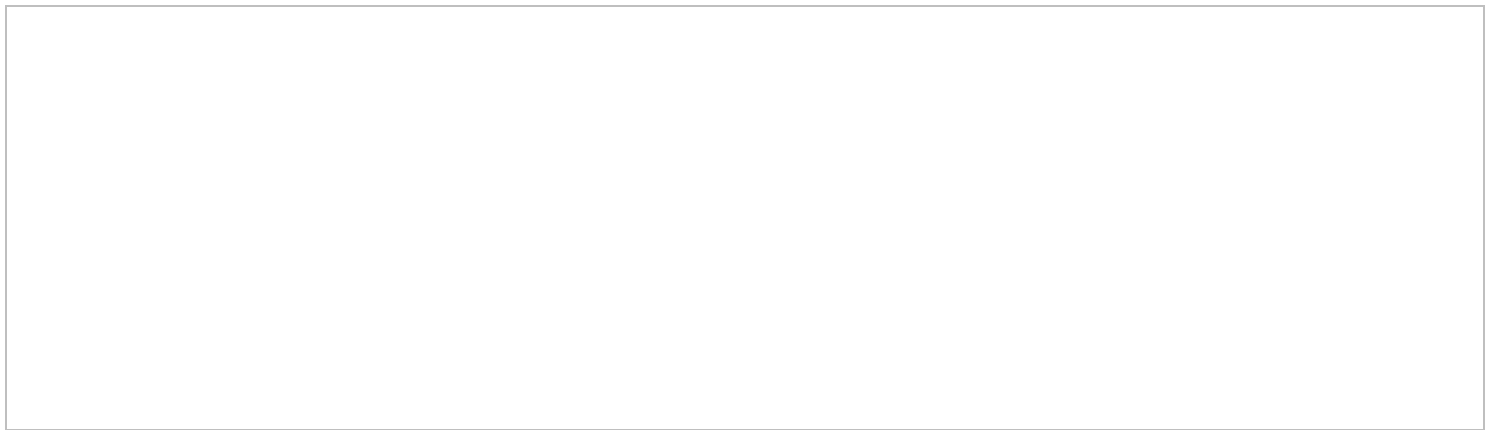
Address legal and regulatory considerations, ensuring that the campaign adheres to relevant standards.



APPROVAL PROCESS

13

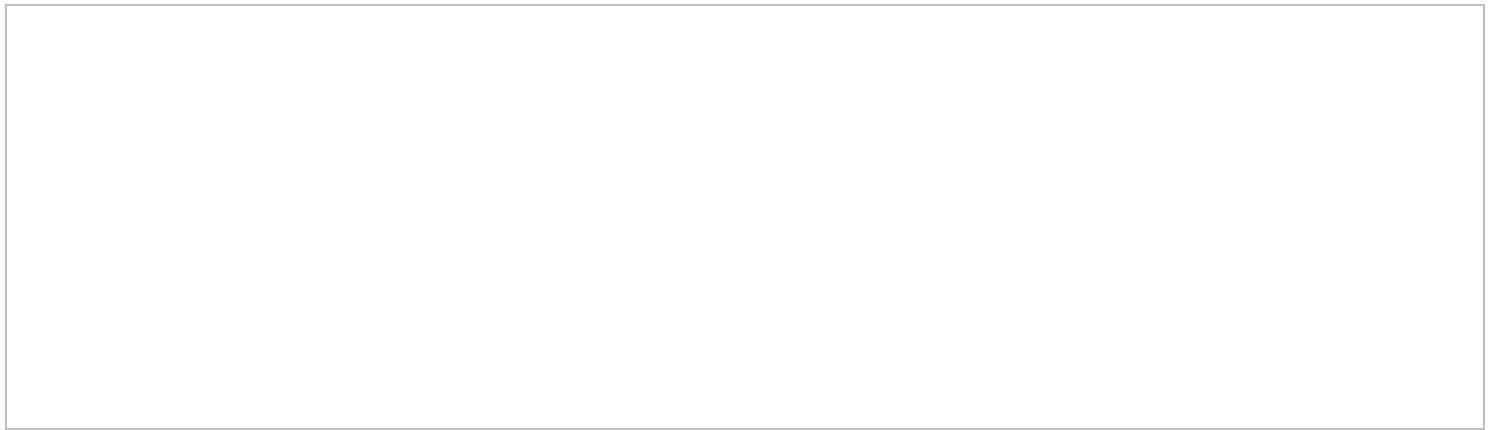
Detail the steps and stakeholders involved in reviewing and approving the campaign strategy and creative materials.



BRAND GUIDELINES

14

Describe the process of integrating brand guidelines in order to ensure consistency in messaging and visuals.



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