**[A green sign with white text

Description automatically generated with medium confidence](https://www.smartsheet.com/try-it?trp=11854&utm_source=template-word&utm_medium=content&utm_campaign=Digital+Advertising+Plan+Example-word-11854&lpa=Digital+Advertising+Plan+Example+word+11854)DIGITAL ADVERTISING PLAN   
TEMPLATE EXAMPLE**

DIGITAL ADVERTISING PLAN

Remember to customize the template with your campaign specifics   
and branding to create a comprehensive and effective   
digital advertising plan.

EXECUTIVE SUMMARY 1

Write a concise overview of your digital advertising plan's main objectives and strategies.

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| --- |
| This digital advertising plan outlines the strategic approach to our upcoming campaign aimed at increasing online sales of our new product. This plan covers the campaign's objectives, target audiences, chosen digital channels, creative elements, budget allocation, optimization strategies, and performance metrics. |

CAMPAIGN OBJECTIVES 2

Articulate the clear and measurable goals that your digital advertising campaign aims to achieve, such as increasing website traffic, lead generation, and sales.

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| --- |
| The primary objectives of this digital advertising campaign are to achieve a 20 percent increase in website conversions, generate 5,000 new leads, and boost online sales by 15 percent over the next quarter. |

TARGET AUDIENCE 3

Give a detailed description of the specific audience segments that the campaign is targeting, including demographics, psychographics, and buyer personas.

|  |
| --- |
| The campaign will target 25-to-35-year-old tech-savvy professionals who work in urban areas and are interested in innovative solutions for productivity and time management. |

ADVERTISING CHANNELS 4

* **Search Engine Advertising (SEM):** Google Ads, Bing Ads
* **Social Media Advertising:** Facebook Ads, Instagram Ads, LinkedIn Ads, Twitter Ads
* **Display Advertising:** Google Display Network, programmatic ads
* **Video Advertising:** YouTube Ads
* **Email Marketing:** Campaigns, newsletters
* **Influencer Collaborations:** Partnerships with relevant influencers

|  |  |  |
| --- | --- | --- |
| CHANNEL | OUTLET | RATIONALE |
| Search Engine Advertising (SEM) | Google Ads | Capture users who are actively searching for relevant keywords. |
| Social Media Advertising | Facebook Ads | Target users based on demographics and interests. |
|  | LinkedIn Ads | Reach professionals in the tech industry. |
| Display Advertising | Google Display Network | Utilize visual ads on tech-related websites. |
| Video Advertising | YouTube Ads | Run video ads showcasing your product's features. |

CREATIVE ELEMENTS 5

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

|  |  |
| --- | --- |
| ELEMENT | DESCRIPTION |
| Visuals | Use eye-catching images and videos that demonstrate the product in action. |
| Copy | Write compelling ad copy that highlights how our product solves common pain points. |
| Landing Pages | Use conversion-focused landing pages that align with our ad messaging. |

BUDGET ALLOCATION 6

Provide a budget breakdown that illustrates the allocation of funds to each digital advertising channel.   
In addition, include the estimated costs for ad creation and management.

|  |  |  |  |
| --- | --- | --- | --- |
| CHANNEL | AMOUNT | % of TOTAL |  |
| Search Engine Advertising  (Google Ads) | $20,000 | 40% |  |
| Social Media Advertising (Facebook, LinkedIn) | $15,000 | 30% |  |
| Display Advertising  (Google Display Network) | $7,500 | 15% |  |
| Video Advertising  (YouTube) | $5,000 | 10% | TOTAL BUDGET |
| Creative Development  and Management | $2,500 | 5% | $50,000 |

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 execution.

|  |  |
| --- | --- |
| PHASE | TIMELINE |
| Creative Development and Approval | Weeks 1 – 2 |
| Search Engine Advertising | Weeks 3 – 6 |
| Social Media Advertising | Weeks 4 – 8 |
| Display Advertising | Weeks 5 – 10 |
| Video Advertising | Weeks 6 – 12 |
| Ongoing Optimization and Monitoring | Weeks 3 – 12 |

PERFORMANCE METRICS 8

* Key Performance Indicators (KPIs): Metrics such as Click-Through Rate (CTR), Conversion Rate, Return on Ad Spend (ROAS), Cost Per Click (CPC), and Cost Per Conversion.
* Measurement Tools: Specify the tools you will use to track and measure campaign performance, such as Google Analytics, Facebook Pixel, and ad platform analytics.

|  |  |
| --- | --- |
| METRIC | TARGET |
| Click-Through Rate (CTR) | Targeting 3% |
| Conversion Rate | Aiming for 10% |
| Return on Ad Spend (ROAS) | Expecting a minimum of 300% |
| Cost Per Click (CPC) | Budget not to exceed $2.00 per click |
| Cost Per Conversion | Budget not to exceed $20.00 per conversion |

OPTIMIZATION 9

* A/B Testing: Plan to test different ad variations to identify what performs best.
* Budget Allocation Adjustment: Reallocate the budget based on channel performance.
* Bid and Keyword Adjustments: Describe your strategies for optimizing search engine advertising   
  bids and keywords.

|  |  |
| --- | --- |
| A/B TESTING | Plan to test different ad variations in order to achieve optimal performance. |
| BUDGET ALLOCATION ADJUSTMENT | Reallocate the budget based on channel performance. |
| BID AND KEYWORD ADJUSTMENTS | Optimize your search engine ads regularly. |

REPORTING AND ANALYSIS 10

* Reporting Frequency: Indicate how often you will generate performance reports and share them with stakeholders.
* Analysis and Insights: Interpret the data and insights that you gain from campaign performance.

|  |  |
| --- | --- |
| REPORTING FREQUENCY | Share weekly performance reports with the marketing team. |
| ANALYSIS AND INSIGHTS | Extract actionable insights from your data to improve campaign performance. |

CONTINGENCY PLANS 11

* Address potential challenges or disruptions that could impact the campaign's execution.
* Alternative Strategies: Prepare backup plans to implement if certain channels don't perform as expected.

|  |
| --- |
| • If our ads underperform, we'll allocate more of the budget to higher-performing channels.  • We'll adjust our ad creatives based on performance data and customer feedback. |

ROLES AND RESPONSIBILITIES 12

Define the roles for the team members who are involved in the campaign, from creative development to campaign monitoring and analysis.

|  |  |
| --- | --- |
| ROLES | RESPONSIBILITIES |
| Digital Marketing Specialist | Overall campaign management and execution. |
| Creative Team | Development of visuals, copy, and ad creatives. |
| Analytics Expert | Data tracking, analysis, and optimization recommendations. |

INTEGRATION WITH OVERALL STRATEGY 13

Explain how the digital advertising plan aligns with broader marketing and business objectives.

|  |
| --- |
| The digital advertising plan supports the broader marketing goal of expanding our online presence to drive revenue growth. |

LEGAL AND COMPLIANCE 14

Address any legal considerations specific to digital advertising, such as data privacy, copyright, and platform policies.

|  |
| --- |
| Ensure that all ads adhere to platform policies, data privacy regulations, and copyright laws. |

APPROVAL PROCESS 15

Detail the steps and stakeholders involved in reviewing and approving the ad creatives and campaign strategies.

|  |
| --- |
| The Digital Marketing Specialist, Creative Team, and Legal Department will review and give final approval to the creative materials and campaign strategy. |

BRAND GUIDELINES 16

Emphasize the importance of maintaining brand consistency across all digital advertising materials.

|  |
| --- |
| We will adhere to brand guidelines throughout the campaign to maintain consistent messaging, visuals, and tone. |

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