

# ADVERTISING PLAN TEMPLATE EXAMPLE

## ADVERTISING PLAN

### EXECUTIVE SUMMARY

Describe the advertising plan.

This advertising plan outlines the strategic approach for the upcoming campaign to promote our new product launch. This comprehensive plan encompasses the key objectives, target audiences, chosen advertising channels, creative elements, budget allocation, campaign schedule, and performance metrics.

### CAMPAIGN OBJECTIVES

State the goals and objectives of the advertising campaign.

Within the next quarter, we will achieve a 15 percent increase in website traffic, generate 10,000 new leads, and drive a 20 percent boost in product sales.

### TARGET AUDIENCE

They are 25-40-year-old professionals who work for tech companies and have an interest in productivity tools and software solutions.

### ADVERTISING CHANNELS

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

Channel	Outlet (if applicable)	Rationale
Social Media	Facebook, LinkedIn	Reach professionals through targeted ads and sponsored posts.
Search Engine Ads	Google Ads	Capture users who are actively searching for related keywords.
Display Ads	Google Display Network	Utilize visual ads on relevant websites.
Print Media	Industry magazines	Engage with a niche audience through print ads.

Email Marketing	-	Reach existing subscribers with tailored offers.
Influencer Partnerships	-	Collaborate with industry influencers to amplify reach.

### CREATIVE ELEMENTS

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

Element	Description
Visuals	Use engaging visuals that highlight the product's features and benefits.
Copy	Use persuasive copy that focuses on solving pain points and offering solutions.
Tagline	"Empower Your Workflow with (Product Name)"
Message	"Boost productivity and streamline your tasks with our innovative solution."

### BUDGET ALLOCATION

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

Channel	Amount	% of Total
Social Media	\$15,000	30%
Search Engine Ads	\$12,500	25%
Display Ads	\$7,000	14%
Print Media	\$5,000	10%
Email Marketing	\$5,000	10%
Influencer Partnerships	\$5,000	10%
TOTAL BUDGET		\$50,000



# Advertising Plan Template And Guide

**Hollis Hatfield Weishar, James A.  
Durham**



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