

Digital Advertising Campaign Planner

Prepare campaign goals, geographic targeting, audience details, budget assumptions, creative assets, and measurement plans — before you launch.

■ Campaign Goals

Define what success looks like before spending a dollar.

Primary goal (calls, form fills, sales, visits, awareness):

How will you measure success? (number target):

Campaign start date / end date:

■ Audience

Know exactly who the ad is for.

Who is your ideal customer? (age, location, interests, needs):

What problem do they have that you solve?:

Where do they spend time online?:

■ Geographic Targeting

Draw the right map, not the biggest one.

Cities, ZIP codes, or radius you will target:

Any areas to exclude?:

■ Channels & Budget

Decide where the ads run and what they cost.

Platforms (search, social, display, streaming):

Total monthly budget:

Budget per platform:

Daily or lifetime budget preference:

Offer & Message

One clear message beats three fuzzy ones.

The one thing you want people to do:

Headline idea (10 words or fewer):

Supporting details, promotion, or deadline:

Creative Assets

List what you need to have ready before launch.

Images or video available (describe each):

Logo files and brand colors ready:

Landing page or destination link:

Who creates or approves the assets:

Measurement Plan

Decide how you will know it worked.

What will you track weekly (calls, clicks, form fills, sales):

Where will the data come from (dashboard, call log, platform reports):

Review date to decide continue, adjust, or stop:

Prefer a partner for the whole campaign?

Creative Co plans, launches, and manages digital advertising campaigns for local businesses. Visit creativecohub.com or call 601-709-4666 to get started.