**[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=Advertising+Plan-word-11854&lpa=Advertising+Plan+word+11854)ADVERTISING PLAN   
TEMPLATE**

ADVERTISING PLAN

EXECUTIVE SUMMARY 1

Describe the advertising plan.

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CAMPAIGN OBJECTIVES 2

State the goals and objectives of the advertising campaign.

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TARGET AUDIENCE 3

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ADVERTISING CHANNELS 4

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

|  |  |  |
| --- | --- | --- |
| CHANNEL | OUTLET *if applicable* | RATIONALE |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

CREATIVE ELEMENTS 5

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

|  |  |
| --- | --- |
| ELEMENT | DESCRIPTION |
| Visuals |  |
| Copy |  |
| Tagline |  |
| Message |  |

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 |  |
|  |  | 0% |  |
|  |  | 0% |  |
|  |  | 0% |  |
|  |  | 0% |  |
|  |  | 0% |  |
|  |  | 0% | TOTAL BUDGET |
|  |  | 0% | $0 |

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 |
|  |  |
|  |  |
|  |  |
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|  |  |

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.

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| --- | --- |
| METRIC | TARGET |
|  |  |
|  |  |
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|  |  |

CONTINGENCY PLANS 9

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

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ROLES AND RESPONSIBILITIES 10

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

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| --- | --- |
| ROLES | RESPONSIBILITIES |
|  |  |
|  |  |
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|  |  |

COMPETITOR ANALYSIS 11

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

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LEGAL AND COMPLIANCE 12

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

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APPROVAL PROCESS 13

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

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BRAND GUIDELINES 14

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

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| --- |
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