

DIGITAL ADVERTISING PLAN TEMPLATE EXAMPLE

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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.

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.

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

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- **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

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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

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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%	
Creative Development and Management	\$2,500	5%	
			TOTAL BUDGET \$50,000

CAMPAIGN SCHEDULE

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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

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- 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

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- 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

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- 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

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- 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.

<ul style="list-style-type: none">• 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.
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ROLES AND RESPONSIBILITIES

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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

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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

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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

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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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