

DIGITAL ADVERTISING PLAN TEMPLATE

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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.

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.

TARGET AUDIENCE

3

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

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

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

BUDGET ALLOCATION

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

TOTAL BUDGET

CAMPAIGN SCHEDULE

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

PERFORMANCE METRICS

- 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

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	
BUDGET ALLOCATION ADJUSTMENT	
BID AND KEYWORD ADJUSTMENTS	

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	
ANALYSIS AND INSIGHTS	

INTEGRATION WITH OVERALL STRATEGY

13

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

LEGAL AND COMPLIANCE

14

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

APPROVAL PROCESS

15

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

BRAND GUIDELINES

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

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