Campaign Name:		Ad Planner			
Ad Type		Campaign Goal			
Print Ad	🗌 Banner Ad		Special/	Awareness	
Social Image Ad	🗌 Video Ad		Discount	Awareness	
Carousel Ad	 Video Length		Lead	Traffic	
Story Ad (vertical)Search Engine Ad	video Length		Generation		
		C 1 1			
Platform(s):	Campaigi	n Start:	Camp	aign End:	
Hook (Catchy Title):					
ATTENTION = Curiosity + Emotion + RelevanceHOOK LENGTHS:Facebook: 25 Characters					
f Final field fiel	Profile 400 × 400 in 400 × 400	tw	Instagram	: 125 Characters	
				180 Characters 25-30 Characters	
Stories			Pinterest:	100 Characters	
1080 x 1920 1080 x 1920	Stories g Storie 1080 x 1920 1080 x 19	es ₉₂₀	Image/ \	/ideo Idea(s)	
10					
	Cover Photo 1128 x 191 Cover	r Photo			
Square 1200 x 1200 Portrait 1080 x 1920	Landscape	r Photo 0 × 500			
	Landsca 1024 x 5	ape 12			
2 Landscape	Portrait 627 x 1200				
Cover Photo 851 x 315	- 627 × 1200		Caption:		
Portrait Landscape 630 × 1200 1080 × 566	Audience:				
Keywords:					



Budget:
