

Campaign Name: _____

Ad Planner

Ad Type

- Print Ad
- Social Image Ad
 - Carousel Ad
 - Story Ad (vertical)
- Search Engine Ad
- Banner Ad
- Video Ad
 - _____
 - Video Length _____

Campaign Goal

- Special/Discount
- Lead Generation
- Awareness
- Traffic

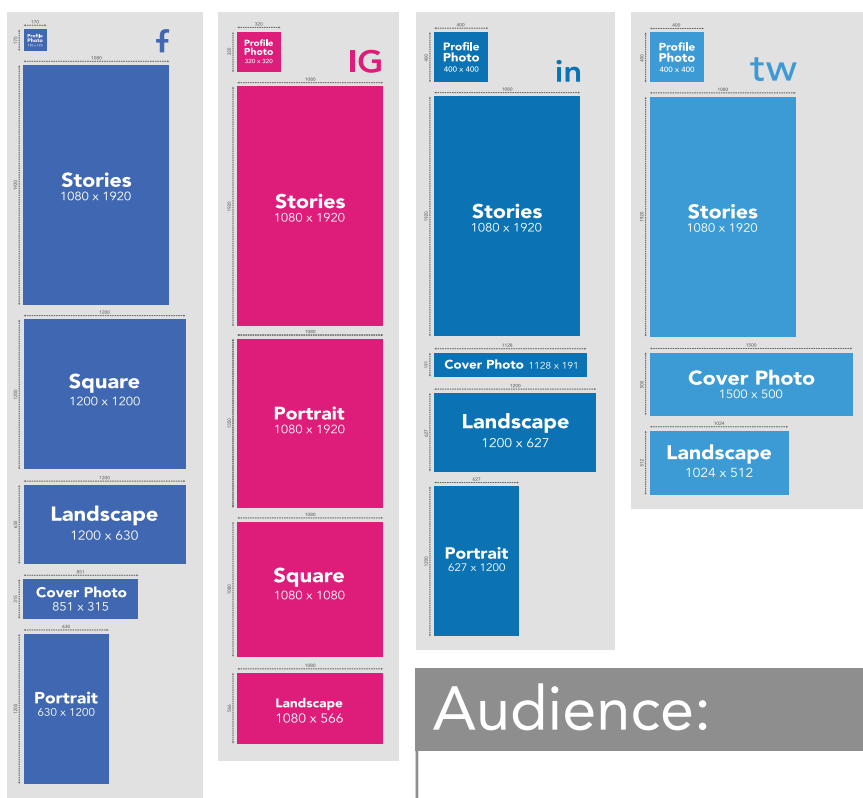
Platform(s): _____ Campaign Start: _____ Campaign End: _____

Hook (Catchy Title): _____

ATTENTION = Curiosity + Emotion + Relevance

HOOK LENGTHS:

- Facebook: 25 Characters
- Instagram: 125 Characters
- Twitter: 180 Characters
- Google: 25-30 Characters
- Pinterest: 100 Characters



Image/ Video Idea(s)

Caption: _____

Audience:

Keywords:

Budget: _____