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	
<ul><li>Story Ad (vertical)</li><li>Search Engine Ad</li></ul>	video Length		Generation		
		<b>C</b> 1 <b>1</b>			
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	<b>es</b> <sub>920</sub>	Image/ \	/ideo Idea(s)	
10					
	Cover Photo 1128 x 191 Cover	r Photo			
Square 1200 x 1200 Portrait 1080 x 1920	Landscape	<b>r Photo</b> 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:
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