

MARKETING PLANNER

GOAL

Notes What do you want to achieve? Examples, brand awareness, social engagement, email signups, website traffic, registrations, bookings, purchase.

THE HOOK

Notes What is the offer? Examples, free appraisal, 20% off, faster than competitor, a competition, early bird discounts.

BUDGET

Notes Total budget for the campaign. Can break down into ad sets.

TIMELINES

Notes For the entire campaign. Can be broken down into phases.

TARGET AUDIENCES

PERSONA 1	
Who	
What	
Where	
Why	

PERSONA 2	
Who	
What	
Where	
Why	

PERSONA 3

Who	
What	
Where	
Why	

Notes Who they are (job titles, roles, enthusiasts, retirees, parents). What they do, are interested in. Where they are located (geographic, work, home). Why would they want your offer (pain points, add value)?

THE BAIT

WORDS

	PERSONA 1	PERSONA 2	PERSONA 3
Bait 1			
Bait 2			
Bait 3			

Notes What are the key benefits for the personas? What words will speak to them? Examples, reduce your pain, make it easier, learn, have, boost status or knowledge, me too needs, speed of offer, feeling confused, need a hand, reduce, increase, solution, must have.

IMAGES

	PERSONA 1	PERSONA 2	PERSONA 3
Image Types			

Notes What images will appeal (product, people, situation, aspiration)? What type of media will appeal (image, carousel, video, infographic)

TRACK AND MONITOR

Facebook Ads Manager or Business Manager	
Facebook Pixel	
Google Analytics	
Landing page	
Tagging/tracking	
Other tracking?	

Notes How will the Ads be tracked and measured. If required, are the assets in place already? Will there be any offline tracking?