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ADVERTISING CAMPAIGN PRESENTATION TEMPLATE EXAMPLE

Template example begins on Slide 2

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ADVERTISING CAMPAIGN EXAMPLE



Customer Profile

- Age: 18-55
- Location: Chicago area
- Interested in history, humanities, antiques, collectibles



Business Goals

- Increase exposure
- Gain followers
- Attract business partners
- Attract event attendees
- Increase revenue

STRATEGY

Strategic Actions

- Broaden social presence
- Increase resources
- •



Content Types

- Social media
- Billboards
- Print advertising
- Web advertising
- Video
- Influencer sponsorships
- •

Social Media Platforms

- Instagram
- Facebook
- TikTok
- YouTube
- LinkedIn

Our Unique Offering

- Once-a-year special event
- Family friendly
- Budget friendly
- Niche interests

Marketing Goals

- Strengthen brand awareness
- Gain followers
- Increase exposure

Metrics to Measure

- Subscriptions
- Traffic
- Followers
- Attendees
- Comments (social media)

ADVERTISING CAMPAIGN PRESENTATION EXAMPLE

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