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ADVERTISING CAMPAIGN TEMPLATE

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TOTAL IMPRESSIONS NEEDED in Campaign to Reach Goal	TOTAL IMPRESSIONS	OVER (UNDER) GOAL
0	0	0

TOTAL RESPONSE RATE	CONVERSION RATE OF TOTAL RESPONSES	TOTAL NO. OF RESPONSES	TOTAL NO. OF CONVERSIONS	TOTAL COST	COST PER IMPRESSION	COST PER RESPONSE	COST PER CONVERSION
		0	0	\$ -			

MEDIA TYPE	IMPRESSIONS		COSTS		RESPONSE & CONVERSION		PROJECTED OUTCOME		COST PROJECTIONS			
	ESTIMATED NO. OF IMPRESSIONS	COST PER IMPRESSION	FIXED COST FOR THIS MEDIA	ESTIMATED RESPONSE RATE	EST. % OF RESPONDERS THAT WILL CONVERT	NO. OF RESPONSES	NO. OF CONVERSIONS	TOTAL COST	COST PER IMPRESSION	COST PER RESPONSE	COST PER CONVERSION	
SOCIAL MEDIA												
Platform A	0	\$ -	\$ -	0.00%	0.00%	0.0	0.0	\$ -				
Platform B	0	\$ -	\$ -	0.00%	0.00%	0.0	0.0	\$ -				
Platform C						0.0	0.0	\$ -				
Platform D						0.0	0.0	\$ -				
TELEMARKETING												
Outbound calling						0.0	0.0	\$ -				
Inbound call handling						0.0	0.0	\$ -				
ONLINE												
Email campaigns						0.0	0.0	\$ -				
Organic search						0.0	0.0	\$ -				
Blogs						0.0	0.0	\$ -				
Paid search						0.0	0.0	\$ -				
Webinars						0.0	0.0	\$ -				
EVENTS												
Event A						0.0	0.0	\$ -				
Event B						0.0	0.0	\$ -				
Event C						0.0	0.0	\$ -				
DIRECT MAIL												
Type A						0.0	0.0	\$ -				
Type B						0.0	0.0	\$ -				
TRADITIONAL MEDIA												
Print ads						0.0	0.0	\$ -				
In-store						0.0	0.0	\$ -				
Radio						0.0	0.0	\$ -				
Television						0.0	0.0	\$ -				

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