

Simple Business Plan for Ad Campaign Projects

Project Overview

Briefly describe the purpose of your ad campaign.

Business or Organization Name: [Insert name]

What are you promoting? [Product, service, cause, etc.]

What is its Unique Selling Proposition? [What is the niche, how does it stand up against competitors]

Main goal: [Raise awareness, drive sign-ups, generate leads, etc.]

Audience

Identify who you're trying to reach.

Target audience: [e.g., College students, busy parents, local nonprofits]

Key characteristics: [Age, behaviors, needs, motivations, pain points]

Personas: [In-depth model to be developed]

Message

Clarify what you want to say and how to say it.

Main message or value proposition: [What makes this offer compelling?]

Call to Action (CTA): [What should people do after seeing the ad?]