

Media Buying Template

Campaign Name: [Insert Campaign Name]

Objective: [Insert Objective, e.g., Increase Brand Awareness, Drive Website Traffic, Generate Leads, etc.]

Target Audience:

- Demographics: [Insert demographics such as age, gender, income level, etc.]
- Psychographics: [Insert psychographic traits such as interests, behaviors, attitudes, etc.]
- Geographic Targeting: [Insert geographic locations targeted]

Key Messages:

[Insert Key Message 1]

[Insert Key Message 2]

[Insert Key Message 3]

Channels:

- Digital:
 - Display Ads
 - Social Media Advertising (Facebook, Instagram, Twitter, LinkedIn, etc.)
 - Search Engine Marketing (Google Ads, Bing Ads, etc.)
 - Email Marketing
 - Influencer Marketing
- Traditional:
 - Television
 - Radio
 - Print (Newspapers, Magazines)
 - Outdoor (Billboards, Transit Ads)
- Others:
 - Podcast Advertising
 - Sponsorships
 - Events

Budget Allocation:

- Total Budget: [Insert Total Budget]
- Digital: [Insert Percentage or Amount]
- Traditional: [Insert Percentage or Amount]
- Others: [Insert Percentage or Amount]

Media Buying Plan:

Digital Media Plan:

- Platform/Channel: [Insert Platform/Channel]
 - Ad Format: [Insert Ad Format]
 - Targeting Options: [Insert Targeting Options]
 - Budget Allocation: [Insert Budget Allocation]
 - Schedule: [Insert Start and End Dates]
 - Key Performance Indicators (KPIs): [Insert KPIs]
- Repeat for each digital platform/channel

Traditional Media Plan:

- Platform/Channel: [Insert Platform/Channel]
 - Ad Format: [Insert Ad Format]
 - Target Audience: [Insert Target Audience]
 - Budget Allocation: [Insert Budget Allocation]
 - Schedule: [Insert Start and End Dates]
 - Key Performance Indicators (KPIs): [Insert KPIs]
- Repeat for each traditional platform/channel

Other Media Plan:

- Platform/Channel: [Insert Platform/Channel]
 - Ad Format: [Insert Ad Format]
 - Target Audience: [Insert Target Audience]
 - Budget Allocation: [Insert Budget Allocation]
 - Schedule: [Insert Start and End Dates]
 - Key Performance Indicators (KPIs): [Insert KPIs]
- Repeat for each other platform/channel

Creative Assets Needed:

- Display Ads: [Insert Number and Sizes]
- Social Media Ads: [Insert Number and Formats]
- Video Ads: [Insert Number and Lengths]

- Audio Ads: [Insert Number and Lengths]
- Print Ads: [Insert Number and Sizes]
- Other Assets: [Insert Any Other Creative Assets Needed]

Measurement and Reporting:

- Metrics to Track: [Insert Metrics, e.g., Impressions, Clicks, Conversions, etc.]
- Reporting Frequency: [Insert Frequency, e.g., Weekly, Monthly, etc.]
- Reporting Platform/Tool: [Insert Platform/Tool, e.g., Google Analytics, Facebook Ads Manager, etc.]
- Key Performance Indicators (KPIs): [Insert KPIs and Targets]
 - Notes/Comments:

[Insert any additional notes or comments relevant to the media buying plan]