Lead Gen Campaign Planner

Client / Brand Name:

Campaign Start Date

Campaign End Date

Service(s) Being Promoted
List any and all services included in this specific campaign.

Campaign Budget
Specify whether it's a lifetime or daily budget.

How to Use This Form:

1. *Fill out the below form every time a new campaign is created.*
2. *Save the file using this naming convention: CLIENTNAME_CAMPAIGN START DATE_PRODUCT/SERVICE.*
3. *Upload to Client's folder in the CRM (under Files).*
4. *Update the KPI report daily. You'll need to repeat the above process and replace the existing file every day.*
5. *When the campaign is completed, fill in the Campaign End Date. Update the file in the CRM.*

CAMPAIGN GOALS

Overall Campaign Goal
Include what the overall goal of this campaign is. For example, "to produce 100 sales" or "to generate a list of 1000 emails".

Length of Campaign
How long will this campaign run? Example "Through Feb 14th" or "until ROAs go below 2.5"

Ideal Cost per Conversion
What is the ideal cost per conversion? For example, "No more than $10 per sale."

CAMPAIGN DETAILS

Campaign Objective
Which Facebook objective will you be using for this campaign?

Target Audience(s)
Include all details of the audience(s) being targeted including whether they are cold/warm, location, interests, age, gender, etc.

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CAMPAIGN ASSETS & CREATIVES

Videos/Images

Include a link to a folder containing all videos and/or images used in this campaign.

Ad Copy Variations

Include all ad copy variations used for this campaign here. You can also just include a link to your ad copy on a Google doc.

Links to Campaign Ads

Include links to all ads included in this campaign.

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Daily KPI Report

Fill out the below daily while the campaign is active.

DATE	AMOUNT SPENT	RESULTS	COST PER RESULT

Daily KPI Report (Continued)

DATE	AMOUNT SPENT	RESULTS	COST PER RESULT

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Daily KPI Report (Continued)

DATE	AMOUNT SPENT	RESULTS	COST PER RESULT