

# PPC Advertising Template

Use this PPC Advertising template as a guide to get you started on your PPC campaign strategy.

Steps & Guide Questions		Your Answers
<b>1. Set Your Ad Objectives and Goals</b>	What are the main objectives of your PPC ad campaign?  <i>(For example: To increase overall sales for the upcoming holiday season)</i>	
	What are the numerical targets for your objectives?  <i>(For example: To increase sales by 25% from October to December)</i>	
<b>2. Research and Choose Your Ad Platform</b>	Which ad platform best captures your target audiences and suits your ad objectives?  <i>(e.g., Google, Facebook, and so on)</i>	
<b>3. Choose Your Ad Type</b>	Which ad type or format in your chosen platform will your campaign use?  <i>(e.g., Search Ads, Image Ads, Shopping ads, etc.)</i>	

Steps & Guide Questions	Your Answers
<p><b>4. Create Your Ad (and Landing Page)</b></p> <p>Use these guide questions as you craft your PPC ad content and landing page:</p> <ul style="list-style-type: none"> <li>• Does your ad address your audience's wants and needs?</li> <li>• Does it offer value to your audience?</li> <li>• Does it include the keywords your audience is searching for?</li> <li>• Is your ad copy short but impactful?</li> <li>• Does your ad's landing page encourage people to follow your call to action?</li> </ul> <p>Use the space on the right to draft your ad copy.</p>	
<p><b>5. Set Up Your Ad Campaign</b></p> <p>Use the guide questions below as you set up your ad campaign:</p> <ul style="list-style-type: none"> <li>• What is your total campaign budget?</li> <li>• How long will your campaign run?</li> <li>• What are your target audience's characteristics?</li> <li>• What keywords will your ad be targeting?</li> </ul>	
<p><b>6. Launch and Monitor Your Ad</b></p> <p>After launching your ad, use the questions below as a guide for your post-campaign evaluation:</p> <ul style="list-style-type: none"> <li>• Did your ad successfully reach your campaign objectives and targets?</li> <li>• What was your ad's overall return on ad spend (ROAS)?</li> <li>• How can you improve your ad for future campaigns?</li> </ul>	