



Monthly Advertising and Marketing Planner

	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Approx Search Impression Share (exclusive of Display)	44%	48%	42%	37%	34%	40%	40%	45%	51%	61%	42%	45%	48%	
Search Campaign Budgets														
Branded														
Product 1														
Product 2														
Product 3														
Product 4														
Search Remarketing														
Subtotal		0	0	0	0	0	0	0	0	0	0	0	0	\$ -
Display and Facebook Campaigns														
Product 1														
Product 2														
Product 3														
Product 4														
Facebook														
Remarketing														
Subtotal		0	0	0	0	0	0	0	0	0	0	0	0	\$ -
Digital Ad Spend	0	0	0	0	0	0	0	0	0	0	0	0	0	\$ -
Broadcast Advertising (Gross)														
Station 1														
Station 2														
Station 3														
Contingency Budget														
Subtotal		0	0	0	0	0	0	0	0	0	0	0	0	\$ -
Agency Fees														
Website Updates (for SEO, prior to high seasons)														
Online Mgmt Fee, ongoing														
Graphic Design														
Video Production														
Subtotal		0	0	0	0	0	0	0	0	0	0	0	0	\$ -
Total (before NMGR)		-	-	-	-	-	-	-	-	-	-	-	-	\$ -
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		
Approx Search Impression Share Currently (exclusive of Display)	48%	42%	37%	34%	40%	40%	45%	51%	61%	42%	45%	48%		
<i>Recommended Budgets for Next Year</i>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -

Search (PPC) Ads: The primary ad delivery; goal for 50-75% impression share

Display Ads: Secondary to Search; target those likely coming in to the market for products/services

Broadcast: If budget allows, to build brand and introduce products. Never buy a station's packages (airtime or online)

Agency Fees: Retainer or hourly; expect 15-25% to the net ad dollar

Budgeting: As your digital campaigns become ROI-positive, increase spend to maximize sales. Increase your search impression share before you add other media.