

# Free Ad Creative Planning Template

## Campaign Overview

**Brand Name:** \_\_\_\_\_

**Campaign Name:** \_\_\_\_\_

**Product / Collection:** \_\_\_\_\_

**Campaign Launch Date:** \_\_\_\_\_

**Campaign Duration:** \_\_\_\_\_

**Primary Goal:**

Brand Awareness

Lead Generation

Product Launch

Sales Conversion

Customer Acquisition

Retargeting

Other: \_\_\_\_\_

# Step 1: Define Campaign Objectives

Before creating any content, identify what success looks like.

## Primary Objective

What is the campaign designed to achieve?

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## Key Performance Indicators (KPIs)

- Reach
- Impressions
- Click-Through Rate (CTR)
- Cost Per Click (CPC)
- Cost Per Acquisition (CPA)
- Return On Ad Spend (ROAS)
- Revenue Generated
- Leads Generated

Other: \_\_\_\_\_

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# Step 2: Audience Planning

## Primary Audience

Who is the campaign targeting?

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## Customer Pain Points

What problems are they trying to solve?

- Lack of time
- Lack of confidence
- Poor product alternatives
- Quality concerns
- Style concerns
- Convenience
- Other: \_\_\_\_\_

## Desired Outcome

What transformation or result does the customer want?

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# Step 3: Advertising Platform Planning

Select all platforms that will require creative assets.

- Facebook Ads
- Instagram Ads
- TikTok Ads
- Pinterest Ads
- LinkedIn Ads
- Google Display Ads
- YouTube Ads
- Email Marketing
- Landing Pages
- Website Banners
- Retargeting Campaigns

# Step 4: Ad Creative Requirements

## Awareness Assets

Goal: Introduce the brand.

Required Assets:

- Hero Lifestyle Images
- Brand Story Images
- Founder Images
- Behind-The-Scenes Content

Quantity Goal: \_\_\_\_\_

## Consideration Assets

Goal: Build trust and educate customers.

Required Assets:

- Product In Use
- Product Benefits
- Product Details
- Educational Content
- Comparison Content

Quantity Goal: \_\_\_\_\_

## **Conversion Assets**

Goal: Drive sales or leads.

Required Assets:

- Product-Focused Images
- Offer Images
- Call-To-Action Assets
- Landing Page Images
- Promotional Creatives

Quantity Goal: \_\_\_\_\_

## **Retargeting Assets**

Goal: Re-engage interested prospects.

Required Assets:

- Customer Testimonials
- Social Proof Assets
- Product Reminders
- Limited-Time Offers
- Customer Results

Quantity Goal: \_\_\_\_\_

# Step 5: Creative Categories

Plan asset variety before production.

## Product Images

- Product On White
- Product In Context
- Product Detail Shots
- Product Groupings

Target Quantity: \_\_\_\_\_

## Lifestyle Images

- Product In Use
- Everyday Scenarios
- Aspirational Scenarios
- Emotional Storytelling

Target Quantity: \_\_\_\_\_

## Founder & Team Images

- Founder Portraits
- Team Images
- Behind-The-Scenes
- Brand Story Content

Target Quantity: \_\_\_\_\_

## **Social Proof Images**

- Testimonials
- Reviews
- Customer Experiences
- User Generated Content

Target Quantity: \_\_\_\_\_

# Step 6: Format Planning

## Square Assets

Platform:

Facebook Feed

Instagram Feed

Retargeting

Recommended Size: 1080 × 1080

Target Quantity: \_\_\_\_\_

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## Vertical Assets

Platform:

Instagram

Facebook

TikTok

Stories

Reels

Recommended Size: 1080 × 1350

Target Quantity: \_\_\_\_\_

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## **Story/Reel Assets**

Platform:

Stories & Reels

Recommended Size: 1080 × 1920

Target Quantity: \_\_\_\_\_

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## **Landscape Assets**

Platform:

Landing Pages

Website Banners

Display Ads

Recommended Size: 16:9

Target Quantity: \_\_\_\_\_

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# Step 7: Creative Testing Plan

## Version A

Concept: \_\_\_\_\_

Hook: \_\_\_\_\_

Audience: \_\_\_\_\_

## Version B

Concept: \_\_\_\_\_

Hook: \_\_\_\_\_

Audience: \_\_\_\_\_

## Version C

Concept: \_\_\_\_\_

Hook: \_\_\_\_\_

Audience: \_\_\_\_\_

# Step 8: Asset Mapping

Map content to each marketing channel.

Channel	Asset Type	Quantity
Meta Ads		
Instagram Ads		
TikTok Ads		
Google Display		
Website		
Email Marketing		
Landing Pages		
Retargeting		

# Step 9: Creative Fatigue Prevention

## Planned Refresh Assets

What content will be introduced when performance begins to decline?

## Backup Creative Variations

- Alternative Lifestyle Images
- Alternative Product Images
- New Headlines
- New Offers
- Additional Testimonials
- New Crops
- Different Colorways

# Step 10: Content Lifespan Planning

## Launch Phase

Weeks 1–4

Assets: \_\_\_\_\_

## Testing Phase

Weeks 2–8

Assets: \_\_\_\_\_

## Scaling Phase

Months 2–4

Assets: \_\_\_\_\_

## Refresh Phase

Months 3–6

Assets: \_\_\_\_\_

## Evergreen Content

Months 6–12+

Assets: \_\_\_\_\_

# Step 11: Post-Campaign Review

## Winning Creatives

What assets performed best?

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## Underperforming Creatives

What assets performed poorly?

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## Lessons Learned

What should be repeated in the next production?

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# Ad Creative Planning Checklist

Before Production:

- Campaign objectives defined
- Audience identified
- Platforms selected
- Asset requirements mapped
- Formats planned
- Creative variations planned
- Refresh cycle planned
- Testing strategy created
- Content lifespan planned
- Deployment strategy documented

## Key Principle

The goal is not to create more ad creatives.

The goal is to create the right ad creatives for awareness, consideration, conversion, retargeting, testing, scaling, and future refresh cycles—before production begins.