

# Specifications document for managing an advertising campaign.



## Introduction

**Objective of the specifications document:** [Define the needs and expectations]

**Context of the advertising campaign:**

[Present your company, its products/services, target market, and marketing objectives.]

## Advertising Campaign Objectives

**General objectives:**

[Specify the overall objectives of the advertising campaign, such as increasing brand awareness, acquiring new customers, increasing sales, etc.]

**Specific objectives:**

[Specify the specific objectives you want to achieve, such as the number of clicks on advertisements, conversion rate, etc.]

## Description of the Advertising Campaign

**Product or service involved:**

Product/Service Name: [Provide the name of your product/service]

Description: [Briefly describe your product/service]

## Target Market

**Demographics:**

[Describe the demographic characteristics of your target market, such as age, gender, geographic location, etc.]

**Interests and behaviors:**

[Specify the specific interests and purchasing behaviors of your target market.]

Campaign Duration: [Indicate the planned start and end period for the campaign]

**Allocated Budget:** [Specify the total budget allocated to the campaign]

**Envisaged Advertising Channels:**

[List the advertising channels you plan to use, such as television, radio, print media, social media, etc.]

**Key Messages to Communicate:**

[Identify the key messages you want to convey in the advertising campaign.]

**Responsibilities and Expectations**

[Describe the specific outcomes you expect from the campaign, such as increasing sales by X%, achieving a conversion rate of X%, etc.]