

# AdsValue Advertising Planner for Year \_\_\_\_\_

Company Name \_\_\_\_\_ Date \_\_\_\_\_ Completed by \_\_\_\_\_

Business Plan Revision? \_\_\_\_\_

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Target market / Demographics? \_\_\_\_\_

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Competitor Influences? \_\_\_\_\_

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Advertising Objectives? \_\_\_\_\_

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What Ads Work? Why? \_\_\_\_\_

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What Ads Don't Work? Why? \_\_\_\_\_

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Ad Budget (monthly, annual)? \_\_\_\_\_

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Online Presence? \_\_\_\_\_

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Try New? \_\_\_\_\_

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Ad Schedule? \_\_\_\_\_

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Help from AdsValue? \_\_\_\_\_

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Notes \_\_\_\_\_

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