

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

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

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

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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

\_\_\_\_\_

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

\_\_\_\_\_

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

\_\_\_\_\_

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

\_\_\_\_\_

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

\_\_\_\_\_

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

\_\_\_\_\_

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

\_\_\_\_\_

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

\_\_\_\_\_

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

\_\_\_\_\_

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

\_\_\_\_\_

Notes \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_