

Monthly Advertising and Marketing Planner

Approx Search Impression Share (exclusive of			Feb	Mar	Apr	May		Jul	Aug	Sep			Dec	
Display)		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	l	C)	0 (0	0	0	0	0	0	0	0	0	\$ -
Display and Facebook Campaigns					I									
Product 1														
Product 2														
Product 3														
Product 4														
Facebook														
Remarketing														
Subtotal		C)	0 (0	0	0	0	0	0	0	0	0	\$ -
Digital Ad Spend	0	C)	0 (0	0	0	0	0	0	0	0	0	
					-									
Broadcast Advertising (Gross)			-	_										
Station 1			1										 	
Station 2			1										 	
Station 3														
Contingency Budget														
Subtotal		C		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			1											
Subtotal	ı	C	1	0 () 0	0	0	0	0	0	0	0	0	\$ -
Subtota				o (, 0		U	ı		U				-
Total (before NMGRT)		-	-	-	-	-	-	-	-	-	-	-	-	\$ -
· ·		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%	

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.