

### 1. Campaign Goal (Select one)

☐ Awareness ☐ Website Traffic ☐ Leads ☐ Sales ☐ Engagement ☐ Other:

### 2. Target Audience

Age range:

Gender:

Location(s):

Interests:

Behaviors:

### 3. Platform(s)

☐ Meta (Facebook/Instagram) ☐ Google Search ☐ WhatsApp Business ☐ Other:

### 4. Key Message

Headline:

Description:

Call-to-Action (CTA):

### 5. Creative Format

☐ Single Image ☐ Video ☐ Carousel ☐ Text-only ☐ Other:

### 6. Budget

Daily Budget:

Duration (days):

Total Budget:

### 7. Success Indicator

☐ Clicks ☐ Views ☐ Sales ☐ Messages ☐ Sign-ups ☐ Other: