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CAMPAIGN WORKBOOK

Paid Ads Campaign Planner

Turn a small test budget into a clear campaign brief, measurement plan, and decision.

What’s inside

01 **Build the brief**
Define one audience, offer, and outcome.

02 **Choose your metrics**
Calculate your cost target before you spend.

03 **Plan the next test**
Use the worksheet to document what you’ll change.

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Set up one useful test

Use this framework for a first Meta or Google Ads test. Start with an offer you can explain in one sentence and a conversion you can measure.

01

Define the outcome

Pick one action people can complete, such as a purchase, qualified enquiry, or registration. Set a target and a time window.

02

Write the audience and offer

Describe the people you want to reach, the problem they have, and what they'll get if they act. Match the landing page to the offer.

03

Set the budget and target cost

Divide the planned spend by your target conversions. Check that this cost makes sense for your margins or the value of a qualified lead.

04

Test one change

Choose one variable, such as the headline or opening image. Keep the audience, offer, and landing page consistent where you can.

05

Verify tracking before launch

Complete a test conversion. Check the destination, event, and campaign tags. Compare the results using the same reporting period.

Cost per conversion = ad spend ÷ conversions. If you have zero conversions, report zero conversions and leave the cost per conversion blank.

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Your campaign brief

Fill this in before launch. Revisit the final line after the test ends.

WORKED EXAMPLE

A coffee roaster spends INR 3,000 and targets 15 orders in seven days. Its target cost is INR 200 per order. If it gets 10 orders after spending the full budget, actual cost is INR 300 per order.

Goal and dates

What action, how many completions, and by when?

Audience and offer

Who are you reaching, and what will they get?

Budget and cost target

Total spend, target conversions, and cost per conversion.

Test variable and tracking

What will change? How will you verify conversions?

Result and next decision

What happened? What is the next change you'll test?