

PPC CAMPAIGN

ROADMAP

PRIMARY PURPOSE:

Blank area for writing the primary purpose of the campaign.

SUCCESS METRICS:

- ▶ _____
- ▶ _____
- ▶ _____

TARGET AUDIENCE:

- ▶ _____
- ▶ _____
- ▶ _____

TIMELINE & BUDGET:

- ▶ _____
- ▶ _____

UNIQUE SELLING PROPOSITION:

- ▶ _____
- ▶ _____
- ▶ _____