

Published based on [Advertising Campaign Planning](#)

# Advertising Campaign Planning

If you run one underperforming ad, meaning, nobody responds, the world does not collapse. But if you plan poorly, or not at all, you have reason to be concerned about your business coming to a halt.

Once you've determined where you should advertise, analysed your target audience, and picked the media you'll use, the planning of what you'll say and when you'll say it is essential to your success. You've got to plan with your goals in mind as well as your budget, your competition, your plans for the future, and the realities of the moment.

Might your short or long-range planning include promotions with other companies? Smart marketers are constantly on the hunt for joint advertising opportunities, chances to tie in with other companies so that the advertising gets more exposure but at a lower price, since the cost is shared with others.

If three local stores, all compatible, such as a drapery store, a carpet showroom, and a wallpaper shop, combine to run a full-page ad in a regional edition of a national magazine, they all gain the credibility of the ad, but the cost will be only a third of what it normally would be. That's one of the benefits of cooperative advertising, and that's why you should consider the concept before planning your campaign. Just be sure that you never lose your own identity in fusion ventures.

Plan your advertising campaign with an eye toward what you'll do in case you are copied. If you come up with a dynamic plan and it is highly successful, you can count on being copied. So be certain that your name, your look, your logo, the whole works, are synonymous with your name and identity. You may be copied, but your consumers won't confuse you with the others. Be certain that your plan takes into consideration five important variables:

### **1. Advertising**

2. Promotions

3. Other marketing weapons like promotional products

4. Coordination

5. Timing

Think of these as a basketball team with five players. No matter how good it is, if it lost only one player and had to play with a four-player team, it would lose most of its games to complete teams that excel at teamwork. A good plan includes all the players and is the essence of teamwork. Alone, each of these players just can't do the job. They need each other. Every smart marketing professional plays with his or her full team.

The smart marketer knows that an advertising campaign must have continuity to do the persuading job well. In advertising, intermittent communication is no communication at all. Your plan must have consistency built right into it. The idea is not to flirt with your public but to convince them. There is a huge difference between the two. Any true marketing expert will tell you that frequency and persistence are the secrets of success in advertising. A major commitment to one or a few of the media will work better in most cases than an across-the-board plan with a variety of media but a short insertion schedule.

You should plan your campaign so that you are consistent, but never boring, committed, but never predictable. You've got to build special promotions into your plan to keep your staff on their feet and your competitors off balance. The only part of the plan engraved in stone is your identity. Flexibility and an ability to make alterations in your advertising is crucial.

Promotional products like printed carrier bags, [promotional balloons](#) and [promotional badges](#) are a great marketing investment. They can be used to thank existing customers, generate curiosity in prospects and keep your brand top of mind.

You can also find this article published on [Advertising Campaign Planning](#), and on the tag pages [Advertising](#), [business](#), [marketing](#).