PRACTICAL RESOURCE / OUTCOME DRIVEN

PPC Campaign Planning Worksheet

Outcome Driven · Ashley Kays Rabbitt

Plan one campaign for one offer and one audience before you spend anything. Leave forecast fields blank until you have real Keyword Planner data-never fill them with guesses. Pair it with the PPC Planner at /ppc-planner/ to run the numbers.

1. Write the one-sentence campaign brief.

We want [buyer] who needs [help] to take [action] for [offer], at an acquisition cost below [limit].

[Your notes]

2. What counts as a qualified inquiry?

Name the criteria you will actually check: business type, problem, budget or readiness.

[Your notes]

3. What is the one primary conversion?

Usually a completed booking or inquiry. List the later stages you will track separately.

[Your notes]

4. Which platform first, and why?

Match the channel to how this buyer looks for help. Note what would justify a second test.

[Your notes]

5. Which keyword themes will you test?

For each: intent, buyer problem, forecast volume and CPC (with source date), and the landing page.

[Your notes]

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6. Which searches will you exclude?

List each negative with its match type, scope (campaign/account), and reason.

[Your notes]

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7. Draft the ad assets.

Up to 15 headlines (≤30 characters) and 4 descriptions (≤90). Each must make sense on its own.

[Your notes]

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8. Does the landing page keep the ad’s promise?

Headline, who it’s for, deliverables, fit, proof, scope and price, one primary action.

[Your notes]

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9. How will you measure it, end to end?

Delivery, conversion, and commercial levels. Note where attribution could break (scheduler, domains).

[Your notes]

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10. What can you afford to pay for a click?

Target acquisition cost × click-to-lead rate × lead-to-customer rate. Show the inputs you used.

[Your notes]

11. What is the test budget and loss limit?

Expected clicks × forecast CPC, capped at what you can afford to lose. Set review dates now.

[Your notes]

12. Weekly review: what did you change and why?

One major change at a time. Record the hypothesis, the change, the date, and the next decision.

[Your notes]