

ADVERTISING ALPS

From the highest peaks to the lowest valleys, advertising can drastically affect your bottom line. These days, there are more options than ever, but the core process has remained the same.

For all campaigns, follow these nine steps:

⚠ Advertising Campaign Quick Reference

- 1 Define your **advertising goals**
- 2 Pick **what** you want to promote
- 3 Identify your **target audience**
- 4 Determine where to find your **audience**
- 5 Determine your **campaign timing**
- 6 Set a **budget**
- 7 Select **media channels** for advertising
- 8 **Design and submit** the advertising campaign
- 9 **Measure results** and **optimize**





Plan your next advertising campaign by answering the following questions:

What are your advertising goals?

What do you want to promote?

Who is your target audience for this campaign?

How can you target this audience?

Effective advertising requires coordinated multi-channel campaigns. Fill out this page to see if gaps appear in your annual advertising budget based on the primary paid advertising channels.

